A3385-3,1U

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States Newspapers

Circulation averages for six months ended September 30, 1990

Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of two percent or more between the publisher's figures and the auditor's findings, and/or at the publisher's request, the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

All ABC reports for newspaper members in the U.S. include county population and Occupied Households (OH's) estimates as of December 31 each year obtained from Sales & Marketing Management's (S&MM's) "Survey of Buying Power." Estimates for ABC-defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates. Occupied Households figures used in this report are December 31, 1989 Sales And Marketing Management estimates reported for the first time in this FAS-FAX report. The same figures will also be reported in March 31, 1991 Publisher's Statements and Audit Reports. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

#	Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
@	Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
*	Identifies three-month circulation averages (see text above).
(a)	Identifies adjusted comparison figures (see text above).
(b)	Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.
C	Participant, ABC Coupon Distribution Verification Service.
Z	Provides ABC Audited ZIP Code Analysis.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately three weeks after the correction notice, a supplement to this report will be issued. It will list those new filers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1990.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ALABAMA												
ANNISTON (CALHOUN CO.)			28,400			33,000			61,400			
STAR	E (M-F)			17,717	62.38		13,881	42.06		31,598	32,957 *	32,287 *
STAR	SAT M			19,516	68.72		14,566	44.14		34,082	35,518 *	34,782 *
STAR	SUN			18,333	64.55		14,353	43.49		32,686	34,104 *	33,459 *
ATHENS (LIMESTONE CO.)			6,200			12,800			19,000			
NEWS COURIER	M (TU-F)	Z		3,142	50.68		3,972	31.03		7,114	7,452	
NEWS COURIER	SUN	Z		3,565	57.50		4,666	36.45		8,231	8,601	
BIRMINGHAM (JEFFERSON CO.)			288,100			285,500			573,600			
POST-HERALD, NEWS	CMB DLY	C		173,449	60.20		36,407	12.75		209,856	231,639	232,079
POST-HERALD	M (M-F)	C		42,531	14.76		10,332	3.62		52,863	61,979	61,752
NEWS	E (M-F)	C		130,918	45.44		26,075	9.13		156,993	169,660	170,327
POST-HERALD	SAT M	C		126,216	43.81		29,731	10.41		155,947	171,992	172,807
NEWS	SUN	C		150,532	52.25		37,051	12.98		187,583	207,138	206,297
CULLMAN (CULLMAN CO.)			5,200			22,800			28,000			
TIMES	M (TU-F)	Z		3,319	63.83		5,595	24.54		8,914	9,358	9,686
TIMES	SUN	Z		3,553	68.33		6,669	29.25		10,222	10,690	11,043
DECATUR (MORGAN CO.)			21,800			63,100			84,900			
DAILY	E (M-F)			13,353	61.25		13,774	21.83		27,127	27,277	26,662 *
DAILY	SAT M			13,596	62.37		14,501	22.98		28,097	28,247	27,471 *
DAILY	SUN			14,950	68.58		16,646	26.38		31,596	31,779	30,824 *
DOTHAN (HOUSTON CO.)			21,800			76,000			97,800			
EAGLE	M (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EAGLE	SUN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORENCE (LAUDERDALE CO.)-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS (COLBERT CO.)			25,900			27,800			53,700			
TIMES DAILY	M (M-SAT)			15,609	60.27		12,715	45.74		28,324	34,017 *	32,703 *
TIMES DAILY	SUN			15,828	61.11		13,681	49.21		29,509	35,174 *	33,955 *

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
GADSDEN (ETOWAH CO.)			29,000			77,900			106,900			
TIMES	E (M-SAT)	Z		18,958	65.37		11,223	14.41		30,181	30,317 *	29,407 *
TIMES	SUN	Z		19,604	67.60		12,035	15.45		31,639	31,806 *	31,603 *
HUNTSVILLE (MADISON CO.)			62,500 #			127,900			190,400			
NEWS, TIMES	CMB DLY	Z,C	#	48,476	77.56		23,959	18.73		72,435	73,884	73,506
NEWS	M (M-F)	Z,C	#	13,372	21.40		3,113	2.43		16,485	16,798	16,152
TIMES	E (M-F)	Z,C	#	35,104	56.17		20,846	16.30		55,950	57,086	57,354
NEWS	SAT M	Z,C	#	12,136	19.42		2,848	2.23		14,984	15,238	14,670
TIMES	SAT E	Z,C	#	31,844	50.95		20,027	15.66		51,871	52,963	53,269
TIMES	SUN	Z,C	#	45,593	72.95		31,147	24.35		76,740	79,107	77,124
JASPER (WALKER CO.)			5,200			15,600			20,800			
MOUNTAIN EAGLE	E (M-F)	Z		4,354	83.73		7,503	48.10		11,857	13,879	13,716
MOUNTAIN EAGLE	SUN	Z		4,254	81.81		7,531	48.28		11,785	13,800	13,606
MOBILE (MOBILE CO.)			97,200			192,300			289,500			
REGISTER, PRESS	CMB DLY				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PRESS	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PRESS REGISTER	SAT				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PRESS REGISTER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MONTGOMERY (MONTGOMERY CO.)			75,000			168,600			243,600			
ADVERTISER	M (M-SAT)			25,682	34.24		16,444	9.75		42,126	50,346 (b)	
ADVERTISER, JOURNAL	CMB DLY			38,592	51.46		18,467	10.95		57,059	65,334	65,547
ADVERTISER	M (M-F)											49,292
JOURNAL	E (M-F)			12,910	17.21		2,023	1.20		14,933	14,988	16,140
JOURNAL & ADVERTISER	SAT M											64,928
JOURNAL & ADVERTISER	SUN			41,594	55.46		24,665	14.63		66,259	76,437	77,189
OPELIKA (LEE CO.)			22,000			32,700			54,700			
NEWS	E (M-F)			8,282	37.65		3,261	9.97		11,543	12,191	12,896
NEWS	SUN			8,681	39.46		3,619	11.07		12,300	12,965	13,591
TUSCALOOSA (TUSCALOOSA CO.)			55,000 #						55,000			
NEWS	E (M-SAT)	Z	#	28,256	51.37					28,256	39,830	39,290
NEWS	SUN	Z	#	28,243	51.35					28,243	40,179	40,137

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* AVERAGE FOR 3 MONTHS

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ALASKA												
ANCHORAGE (ANCHORAGE BOROUGH)			115,000 #						115,000			
NEWS	M (M-SAT)	Z	#	56,158	48.83					56,158	60,040 *	57,671 *
NEWS	SUN	Z	#	72,517	63.06					72,517	78,064 *	73,337 *
TIMES	ALL DAY (M-SAT)	Z	#	36,405	31.66					36,405	39,293 * (b)	
TIMES	E (M-F)	Z	#									32,669 *
TIMES	SAT M	Z	#									39,901 *
TIMES	SUN	Z	#	42,398	36.87					42,398	45,563 *	44,062 *
FAIRBANKS (FAIRBANKS NORTH STAR BOROUGH)			30,500 #						30,500			
NEWS-MINER	E (M-F)	Z	#	16,444	53.91					16,444	17,118 *	16,526 *
NEWS-MINER	SUN	Z	#	21,495	70.48					21,495	22,331 *	21,150 *
ARIZONA												
CASA GRANDE (PINAL CO.)			6,400			15,300			21,700			
DISPATCH	E (M-SAT)			4,523	70.67		3,403	22.24		7,926	8,118	7,902
CHANDLER (MARICOPA CO.)			31,900						31,900			
TRIBUNE	M (M-SAT)			8,034	25.18					8,034	8,086 *	8,335 *
TRIBUNE	SUN			8,196	25.69					8,196	8,247 *	8,465 *
FLAGSTAFF (COCONINO CO.)			20,400 #			10,700			31,100			
SUN	E (M-F)		#	11,828	57.98		1,101	10.29		12,929	13,322	12,933
SUN	SUN		#	12,133	59.48		1,280	11.96		13,413	14,311	13,670
MESA (MARICOPA CO.)			123,800						123,800			
TRIBUNE	M (M-SAT)			38,582	31.16					38,582	42,988 *	45,789 *
TRIBUNE	SUN			39,968	32.28					39,968	44,584 *	46,571 *

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
PHOENIX (MARICOPA CO.)			817,600			124,400			942,000			
REPUBLIC, GAZETTE	CMB DLY	Z		361,685	44.24		27,695	22.26		389,380	416,585	419,668
REPUBLIC	M (M-SAT)	Z		277,002	33.88		26,625	21.40		303,627	330,706	322,534
GAZETTE	E (M-SAT)	Z		84,683	10.36		1,070	0.86		85,753	85,879	97,134
REPUBLIC	SUN	Z		440,725	53.90		37,173	29.88		477,898	517,212	508,574
SCOTTSDALE (MARICOPA CO.)			87,000 #						87,000			
PROGRESS	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SUN CITY (MARICOPA CO.)			39,500 #						39,500			
NEWS-SUN	E (M-SAT)		#	14,574	36.90					14,574	17,050	16,183
TEMPE (MARICOPA CO.)			55,400						55,400			
NEWS TRIBUNE	M (M-SAT)			11,169	20.16					11,169	12,435 *	12,052 *
NEWS TRIBUNE	SUN			11,311	20.42					11,311	12,640 *	12,089 *
TUCSON (PIMA CO.)			257,200			100,400			357,600			
STAR, CITIZEN	CMB DLY			121,056	47.07		11,251	11.21		132,307	133,506	133,075
STAR	M (M-SAT)			73,504	28.58		9,542	9.50		83,046	84,131	81,698
CITIZEN	E (M-SAT)			47,552	18.49		1,709	1.70		49,261	49,375	51,377
STAR	SUN			142,907	55.56		14,512	14.45		157,419	159,698	157,153
YUMA (YUMA CO.)			30,000 #						30,000			
SUN	E (M-SAT)		#	15,732	52.44					15,732	16,737	16,961
SUN	SUN		#	18,957	63.19					18,957	20,248	19,980
ARKANSAS												
BENTON (SALINE CO.)			7,000			11,300			18,300			
COURIER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EL DORADO (UNION CO.)			10,100			8,500			18,600			
NEWS-TIMES	M (M-SAT)	Z		6,172	61.11		4,687	55.14		10,859	11,477	11,523
NEWS-TIMES	SUN	Z		6,055	59.95		4,911	57.78		10,966	11,684	11,725
FAYETTEVILLE (WASHINGTON CO.)			16,000			35,400			51,400			
NORTHWEST TIMES	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORTHWEST TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
FORT SMITH (SEBASTIAN CO.)			38,600			84,700			123,300			
SOUTHWEST TIMES RECORD	ALL DAY (M-SAT)	Z		23,578	61.08		20,207	23.86		43,785	44,132	43,087
SOUTHWEST TIMES RECORD	SUN	Z		24,588	63.70		23,313	27.52		47,901	48,289	46,880
HOT SPRINGS (GARLAND CO.)			17,300			25,800			43,100			
SENTINEL-RECORD	M (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL-RECORD	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JONESBORO (CRAIGHEAD CO.)			16,200			25,100			41,300			
SUN	M (M-SAT)			12,563	77.55		8,905	35.48		21,468	26,437	25,901
SUN	SUN			13,185	81.39		10,028	39.95		23,213	28,521	27,930
LITTLE ROCK (PULASKI CO.)			129,000			275,900			404,900			
	The Democrat had a change in publishing plan and/or frequency that inhibits the direct comparison of current period total circulation with the total circulation of the prior period shown. In order for users of this report to take direct comparisons, the publisher has provided an average representing the total circulation for six months ended September 30, 1990 using the same publishing plan and/or frequency as used in the period shown.											
DEMOCRAT	M (M, TU & TH)			49,436	38.32		44,741	16.22		94,177	116,267	
DEMOCRAT	M (WED)			75,607	58.61		46,867	16.99		122,474	144,973	
DEMOCRAT	M (FRI)			74,972	58.12		46,649	16.91		121,621	143,989	
DEMOCRAT	SAT			73,736	57.16		46,597	16.89		120,333	142,385	
DEMOCRAT	SUN			81,973	63.54		95,713	34.69		177,686	223,663	207,050
DEMOCRAT	M (M-SAT)										130,024	111,876
GAZETTE	M (M-TH)	C		50,423	39.09		41,944	15.20		92,367	126,547	136,106
GAZETTE	M (FRI)	C		60,492	46.89		64,277	23.30		124,769	165,880	190,683
GAZETTE	SAT	C		59,742	46.31		63,830	23.14		123,572	163,541	187,606
GAZETTE	SUN	C		70,358	54.54		87,185	31.60		157,543	213,112	224,398
MOUNTAIN HOME (BAXTER CO.)			4,100			9,500			13,600			
BAXTER BULLETIN	M (M-SAT)			3,541	86.37		4,100	43.16		7,641	9,061	8,785
PINE BLUFF (JEFFERSON CO.)			21,900			35,900			57,800			
COMMERCIAL	E (M-SAT)			12,907	58.94		9,376	26.12		22,283	22,430	22,083
COMMERCIAL	SUN			13,606	62.13		10,033	27.95		23,639	23,824	23,433

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ROGERS (BENTON CO.)			9,400			43,100			52,500			
NORTHWEST NEWS	M (M-F)			6,289	66.90		7,287	16.91		13,576	13,778	13,095
NORTHWEST NEWS	SUN			7,124	75.79		9,056	21.01		16,180	16,478	15,679
SPRINGDALE (WASHINGTON CO.)			10,600			53,200			63,800			
NEWS	E (M-F)	Z										13,056
NEWS	M (M-F)	Z		7,297	68.84		6,348	11.93		13,645	14,074 (b)	
NEWS	SUN	Z		7,652	72.19		7,203	13.54		14,855	15,399	14,645
WEST MEMPHIS (CRITTENDEN CO.)			9,700 #			7,600			17,300			
TIMES	E (M-F)		#	5,887	60.69		3,215	42.30		9,102	9,459	9,295
CALIFORNIA												
ALAMEDA (ALAMEDA CO.)			32,600						32,600			
TIMES-STAR	M (M-SAT)	Z		7,662	23.50					7,662	7,703	7,078 (a)
ANTIOCH (CONTRA COSTA CO.)			30,500 #						30,500			
LEDGER	E (M-F)	Z	#	15,018	49.24					15,018	15,154	15,311
ANTIOCH (CONTRA COSTA CO.)			51,500 #						51,500			
LEDGER/POST DISPATCH	SAT M	Z	#	22,136	42.98					22,136	22,313	22,575
LEDGER/POST DISPATCH	SUN	Z	#	22,330	43.36					22,330	22,507	22,888
AUBURN (PLACER CO.)			21,100 #						21,100			
JOURNAL	M (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BAKERSFIELD (KERN CO.)			106,700			82,200			188,900			
CALIFORNIAN	M (M-SAT)			65,609	61.49		17,804	21.66		83,413	84,974	82,448
CALIFORNIAN	SUN			70,884	66.43		20,564	25.02		91,448	93,181	90,754
BRAWLEY (IMPERIAL CO.)			9,500 #						9,500			
NEWS	E (M-F)	Z	#	4,492	47.28					4,492	4,917	5,080
CHICO (BUTTE CO.)			63,200 #						63,200			
ENTERPRISE-RECORD	E (M-SAT)	Z	#	28,107	44.47					28,107	30,180	29,179
ENTERPRISE-RECORD	SUN	Z	#	28,434	44.99					28,434	30,608	29,039

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DAVIS (YOLO CO.)			44,500 #						44,500			
ENTERPRISE	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ENTERPRISE	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EL CENTRO (IMPERIAL CO.)			22,800 #						22,800			
IMPERIAL VALLEY PRESS	E (M-F)	Z	#	11,056	48.49					11,056	11,436	11,447
EL CENTRO-BRAWLEY			32,100 #						32,100			
IMPERIAL VALLEY PRESS/NEWS	SUN	Z	#	16,082	50.10					16,082	16,935	16,787
EUREKA (HUMBOLDT CO.)			18,800			36,500			55,300			
TIMES STANDARD	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES STANDARD	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FAIRFIELD (SOLANO CO.)			31,000			24,800			55,800			
REPUBLIC	M (M-SAT)	Z		17,980	58.00		1,062	4.28		19,042	19,987	20,075
REPUBLIC	SUN	Z		19,843	64.01		1,243	5.01		21,086	22,043	22,226
FREMONT-NEWARK (ALAMEDA CO.)			87,800						87,800			
ARGUS	M (M-SAT)	Z		30,688	34.95					30,688	31,065	27,588 (a)
ARGUS	SUN	Z		32,153	36.62					32,153	32,521	29,179 (a)
FRESNO (FRESNO CO.)			225,600 #						225,600			
BEE	M (M-SAT)	Z	#	114,618	50.81					114,618	145,169	146,723
BEE	SUN	Z	#	135,126	59.90					135,126	179,731	176,203
GILROY (SANTA CLARA CO.)			9,700			11,900			21,600			
DISPATCH	M (M-F)			4,313	44.46		1,725	14.50		6,038	6,213 (b)	
DISPATCH	E (M-F)											6,639 *
GRASS VALLEY (NEVADA CO.)			28,400 #						28,400			
UNION	E (M-SAT)	Z	#	15,620	55.00					15,620	16,165	15,262
HANFORD (KINGS CO.)			14,100			16,600			30,700			
SENTINEL	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HAYWARD (ALAMEDA CO.)			94,800			98,300			193,100			
REVIEW	M (M-SAT)	Z		31,549	33.28		10,139	10.31		41,688	42,290	41,933 (a)
REVIEW	SUN	Z		33,264	35.09		10,426	10.61		43,690	51,019	49,284 (a)

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
HEMET (RIVERSIDE CO.)			41,500			7,200			48,700			
NEWS	E (M-SAT)	Z		17,587	42.38		1,353	18.79		18,940	19,631	
NEWS	SUN	Z		17,876	43.07		1,375	19.10		19,251	19,974	
HOLLISTER (SAN BENITO CO.)			6,400 #			5,600			12,000			
FREE LANCE	M (M-F)	Z	#	3,251	50.80		550	9.82		3,801	3,973 (b)	
FREE LANCE	E (M-F)	Z	#									4,110
INDIO (RIVERSIDE CO.)			17,700			31,700			49,400			
NEWS	E (M-SAT)			2,283	12.90		32	0.10		2,315	2,375	4,982
LODI (SAN JOAQUIN CO.)			19,300			11,500			30,800			
NEWS-SENTINEL	M (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LOMPOC (SANTA BARBARA CO.)			16,000			3,000			19,000			
RECORD	E (M-F)	Z		8,801	55.01		497	16.57		9,298	9,439	9,521
RECORD	SUN	Z		9,049	56.56		542	18.07		9,591	9,781	10,066
LOS ANGELES (LOS ANGELES CO.)			1,355,000			2,782,700			4,137,700			
HOLLYWOOD REPORTER	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INVESTOR'S DAILY	M (M-F)										100,503	98,516
LA OPINION	M (M-F)	Z		64,037	4.73		31,769	1.14		95,806	105,918	99,442
LA OPINION	SAT M	Z		54,505	4.02		26,617	0.96		81,122	90,737	83,771
LA OPINION	SUN	Z		45,125	3.33		23,652	0.85		68,777	77,602	73,805
LOS ANGELES (LOS ANGELES CO.)			687,800 #						687,800			
DAILY NEWS	M (M-F)	Z	#	170,753	24.83					170,753	199,589	185,736
DAILY NEWS	SAT M	Z	#	161,562	23.49					161,562	185,532	173,062
DAILY NEWS	SUN	Z	#	187,104	27.20					187,104	215,586	202,614
RACING FORM	MON M										18,241 *	21,196 *
RACING FORM	TUE M										7,665 *	10,608 *
RACING FORM	M (W-F)										26,388 *	25,975 *
RACING FORM	SAT M										35,511 *	36,451 *
RACING FORM	SUN										34,361 *	34,401 *
LOS ANGELES (LOS ANGELES CO.)			4,021,700 #						4,021,700			
TIMES	M (M-F)	C	#	764,359	19.01					764,359	1,196,323	1,107,623
TIMES	SAT M	C	#	669,877	16.66					669,877	1,084,460	1,013,942
TIMES	SUN	C	#	937,014	23.30					937,014	1,518,000	1,412,515
VARIETY	M (M-F)										23,448 *	23,188 *

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
LOS ANGELES CO.			539,000 #						539,000			
COPLEY LOS ANGELES NEWSPAPERS	E (M-SAT)		#								130,888	130,132
COPLEY LOS ANGELES NEWSPAPERS	SUN		#								124,160	124,837
LOS ANGELES CO. (LONG BEACH P.O.)			289,500			138,600			428,100			
PRESS-TELEGRAM	CMB DLY	Z		94,131	32.52		20,493	14.79		114,624	132,898	128,031
PRESS-TELEGRAM	M (M-F)	Z		90,545	31.28		20,376	14.70		110,921	129,195	123,371
PRESS-TELEGRAM	E (M-F)	Z		3,586	1.24		117	0.08		3,703	3,703	4,660
PRESS-TELEGRAM	SAT M	Z		92,154	31.83		19,947	14.39		112,101	128,750	124,831
PRESS-TELEGRAM	SUN	Z		109,927	37.97		25,305	18.26		135,232	153,183	150,179
LOS ANGELES CO. (PASADENA P.O.)			154,100 #						154,100			
STAR-NEWS (07-01-90 TO 09-30-90)	M (M,W,TH, FRI & SAT)		#	30,119	19.55					30,119	41,092 (b)	
STAR-NEWS (07-01-90 TO 09-30-90)	M (TU)		#	28,648	18.59					28,648	35,756 (b)	
STAR-NEWS (4-01-90 TO 06-30-90)	M (TU-SAT)		#	32,059	20.80					32,059	44,049 (b)	
STAR-NEWS (04-01-90 TO 06-30-90)	M (MON)			29,824	19.35					29,824	37,604 (b)	
STAR-NEWS (07-01-89 TO 09-30-89)	M (M,W,TH, FRI & SAT)		#									40,195
STAR-NEWS (07-01-89 TO 09-30-89)	M (TU)		#									36,215
STAR-NEWS (04-01-89 TO 06-30-89)	M (TU-SAT)											40,851
STAR-NEWS (04-01-89 TO 06-30-89)	M (MON)		#									35,672
STAR-NEWS	SUN		#	33,201	21.55					33,201	45,775	44,145

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LOS ANGELES CO. (WEST COVINA P.O.)			230,000 #						230,000			
SAN GABRIEL VALLEY TRIBUNE	M (M-SAT)		#	50,785	22.08					50,785	63,951	59,103
TRIBUNE NEWS	SUN		#	54,515	23.70					54,515	83,788	79,951
MADDERA(MADERACO.)			9,400			18,600			28,000			
TRIBUNE	E (M-SAT)			4,848	51.57		3,596	19.33		8,444	8,627	8,261
MARIN CO. (NOVATO P.O.)			91,100			6,300			97,400			
INDEPENDENT JOURNAL	E (M-SAT)	Z		38,322	42.07		986	15.65		39,308	40,693	39,768
INDEPENDENT JOURNAL	SUN	Z		39,331	43.17		1,077	17.10		40,408	42,048	41,453
MARYSVILLE (YUBA CO.)-YUBA CITY (SUTTER CO.)			44,800 #						44,800			
APPEAL-DEMOCRAT	E (M-SAT)	Z	#	23,010	51.36					23,010	25,760	25,218
MERCED (MERCED CO.)			27,000			36,000			63,000			
SUN-STAR	M (M-SAT)			18,534	68.64		6,028	16.74		24,562	25,083	24,422
MODESTO (STANISLAUS CO.)			56,500 #			68,500			125,000			
BEE	M (M-SAT)	Z	#	40,364	71.44		26,572	38.79		66,936	82,450	78,532
BEE	SUN	Z	#	42,806	75.76		29,905	43.66		72,711	92,015	87,292
MONTEREY (MONTEREY CO.)			38,100 #			19,800			57,900			
HERALD	M (M-SAT)	Z,C	#	23,145	60.75		7,857	39.68		31,002	35,470	34,826
HERALD	SUN	Z,C	#	23,741	62.31		8,148	41.15		31,889	37,055	35,901
NAPA (NAPA CO.)			24,600			16,900			41,500			
REGISTER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	SAT				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OAKLAND (ALAMEDA CO.)			793,300 #						793,300			
TRIBUNE	M (M-SAT)	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	M (M-F)	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SAT M	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	9/30/90	9/30/89
ONTARIO-UPLAND-POMONA												
(LOS ANGELES CO.)			221,800 #						221,800			
INLAND VALLEY BULLETIN	ALL DAY	Z	#	78,201	35.26					78,201	83,429 * (b)	
INLAND VALLEY BULLETIN	SAT	Z	#									83,096
INLAND VALLEY BULLETIN	SUN	Z	#	80,905	36.48					80,905	86,292 *	87,366
ORANGE CO. (ANAHEIM P.O.)			186,900 #						186,900			
BULLETIN	E (M-SAT)	Z	#	7,198	3.85					7,198	7,354	6,702
ORANGE CO. (COSTA MESA-NEWPORT												
BEACH P.O.)			67,500			147,800			215,300			
ORANGE COAST PILOT	M (M-SAT)	Z		9,613	14.24		4,828	3.27		14,441	14,618	17,873
ORANGE COAST PILOT	SUN	Z		9,184	13.61		4,737	3.21		13,921	14,091	17,367
ORANGE CO. (LA HABRA P.O.)			30,100 #						30,100			
STAR-PROGRESS	E (M-F)	Z	#	3,273	10.87					3,273	4,635	4,713
ORANGE CO. (SANTA ANA P.O.)			822,100 #						822,100			
REGISTER	ALL DAY (M-F)	Z,C	#	327,520	39.84					327,520	353,637	343,899
REGISTER	SAT M	Z,C	#	320,575	38.99					320,575	344,803	336,078
REGISTER	SUN	Z,C	#	377,499	45.92					377,499	406,696	395,734
OROVILLE (BUTTE CO.)			11,600			8,600			20,200			
MERCURY REGISTER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PALM SPRINGS-PALM DESERT												
(RIVERSIDE CO.)			42,400 #			10,800			53,200			
DESERT SUN	M (M-F)		#	26,680	62.92		3,460	32.04		30,140	37,060	32,512
DESERT SUN	WKND		#	32,740	77.22		4,398	40.72		37,138	46,491	42,685
PALO ALTO (SANTA CLARA CO.)			142,800			57,200			200,000			
PENINSULA TIMES TRIBUNE	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PENINSULA TIMES TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WALL STREET JOURNAL-WESTERN EDITION	M (M-F)										388,013	380,202
PETALUMA (SONOMA CO.)			15,700			58,100			73,800			
ARGUS-COURIER	E (M-F)			7,283	46.39		1,534	2.64		8,817	9,012	9,539
ARGUS-COURIER	SUN			7,549	48.08		1,545	2.66		9,094	9,289	

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PITTSBURG (CONTRA COSTA CO.)			21,100 #						21,100			
POST DISPATCH	E (M-F)	Z	#	6,179	29.28					6,179	6,243	6,664
PLEASANTON (ALAMEDA CO.)			91,500 #						91,500			
TRI-VALLEY HERALD	M (M-SAT)	Z	#	30,812	33.67					30,812	32,595	31,528 (a)
TRI-VALLEY HERALD	SUN	Z	#	31,908	34.87					31,908	33,762	32,240 (a)
PLEASANTON (ALAMEDA CO.)			69,600 #						69,600			
VALLEY TIMES	M (M-SAT)	Z	#	32,131	46.17					32,131	32,371	30,741
VALLEY TIMES	SUN	Z	#	34,023	48.88					34,023	34,532	32,286
PORTERVILLE (TULARE CO.)			27,800 #						27,800			
RECORDER	E (M-SAT)	Z	#	13,263	47.71					13,263	13,528	13,694
RED BLUFF (TEHAMA CO.)			18,800 #						18,800			
NEWS	E (M-SAT)		#	8,470	45.05					8,470	8,750	8,765
REDDING (SHASTA CO.)			62,300 #						62,300			
RECORD SEARCHLIGHT	E (M-SAT)	Z	#	38,034	61.05					38,034	40,390	38,604
RECORD SEARCHLIGHT	SUN	Z	#	36,817	59.10					36,817	39.358	36,802
REDLANDS (SAN BERNARDINO CO.)			27,900 #						27,900			
FACTS	E (M-SAT)	Z	#	8,279	29.67					8,279	[illegible]	9,945
FACTS	SUN	Z	#	8,451	30.29					8,451	9,332	10,128
RICHMOND (CONTRA COSTA CO.)			85,000 #						85,000			
WEST COUNTY TIMES	M (M-SAT)	Z	#	34,020	40.02					34,020	34,716	33,330
WEST COUNTY TIMES	SUN	Z	#	34,718	40.84					34,718	35,415	33,912
RIVERSIDE CO. (RIVERSIDE P.O.)			255,400 #						255,400			
PRESS-ENTERPRISE	M (M-SAT)	Z,C	#	136,550	53.47					136,550	154,764	147,424
PRESS-ENTERPRISE	SUN	Z,C	#	142,319	55.72					142,319	163,246	155,730
ROSEVILLE (PLACER CO.)			35,100 #						35,100			
PRESS-TRIBUNE	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PRESS-TRIBUNE	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SACRAMENTO (SACRAMENTO CO.)			536,900 #						536,900			
BEE	M (M-SAT)	Z,C	#	233,225	43.44					233,225	264,462	259,497
BEE	SUN	Z,C	#	280,787	52.30					280,787	328,018	313,110

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SACRAMENTO (SACRAMENTO CO.)			520,800 #						520,800			
UNION	M (M-F)		#	57,500	11.04					57,500	61,465 (b)	
UNION	SAT M		#	54,318	10.43					54,318	58,202 (b)	
UNION	M (M-SAT)		#									72,177
UNION	SUN		#	53,179	10.21					53,179	56,960	69,017
SALINAS (MONTEREY CO.)			34,400			28,600			63,000			
CALIFORNIAN (05-14-90 TO 09-30-90)	M (M-SAT)	Z		15,890	46.19		6,927	24.22		22,817	23,559 (b)	
CALIFORNIAN (04-02-90 TO 05-13-90)	E (M-SAT)	Z		15,676	45.57		7,049	24.65		22,725	23,383	23,640
SAN BERNARDINO (SAN BERNARDINO CO.)			264,800 #						264,800			
SUN	M (M-SAT)		#	80,011	30.22					80,011	89,682	87,013
SUN	SUN		#	89,267	33.71					89,267	100,688	95,966
SAN BERNARDINO CO. (VICTORVILLE P.O.)			14,700			54,900			69,600			
PRESS	E (M-SAT)			8,381	57.01		18,820	34.28		27,201	27,400	25,866
PRESS	SUN			8,929	60.74		20,780	37.85		29,709	30,020	28,204
SAN CLEMENTE (ORANGE CO.)			20,500			23,300			43,800			
SUN-POST	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SAN DIEGO (SAN DIEGO CO.)			707,800			198,900			906,700			
TRANSCRIPT	M (M-F)			8,653	1.22		1,180	0.59		9,833	10,244	9,188
UNION, TRIBUNE	CMB DLY	Z,C		322,301	45.54		51,609	25.95		373,910	380,919	390,285
UNION	M (M-SAT)	Z,C		218,041	30.81		40,535	20.38		258,576	265,246	268,450
TRIBUNE	E (M-SAT)	Z,C		104,260	14.73		11,074	5.57		115,334	115,673	121,835
UNION	SUN	Z,C		366,051	51.72		59,623	29.98		425,674	436,225	437,787
SAN DIEGO CO. (EL CAJON P.O.)			56,900			89,000			145,900			
CALIFORNIAN	E (TU-S)			10,255	18.02		11,354	12.76		21,609	23,081	20,240
CALIFORNIAN	SUN			10,835	19.04		11,820	13.28		22,655	24,123	20,567
SAN DIEGO CO. (ESCONDIDO P.O.)			59,800			63,300			123,100			
TIMES-ADVOCATE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-ADVOCATE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
SAN DIEGO CO. (OCEANSIDE P.O.)			68,000			46,900			114,900			
BLADE-CITIZEN	M (M,TU, TH & S)	Z		24,790	36.46		13,318	28.40		38,108	39,463 (b)	
BLADE-CITIZEN	M (WED)	Z		25,691	37.78		21,104	45.00		46,795	53,631 (b)	
BLADE-CITIZEN	M (FRI)	Z		25,287	37.19		21,214	45.23		46,501	53,374 (b)	
BLADE-CITIZEN	E (M-SAT)	Z										40,024
BLADE-CITIZEN	SUN	Z		25,280	37.18		13,519	28.83		38,799	40,084	40,326
SAN FRANCISCO (SAN FRANCISCO CO.)			352,800 #			1,511,900			1,864,700			
CHRONICLE, EXAMINER	CMB DLY	C	#	206,073	58.41		374,509	24.77		580,582	699,233	698,609
CHRONICLE	M (M-F)	C	#	135,614	38.44		314,830	20.82		450,444	562,887	560,640
EXAMINER	E (M-F)	C	#	70,459	19.97		59,679	3.95		130,138	136,346	137,969
CHRONICLE	SAT M	C	#	113,794	32.25		294,465	19.48		408,259	516,598	515,180
EXAMINER	SAT E	C	#	46,335	13.13		52,999	3.51		99,334	105,731	104,917
EXAMINER & CHRONICLE	SUN	C	#	173,038	49.05		414,462	27.41		587,500	710,516	710,882
SAN JOSE (SANTA CLARA CO.)			431,000 #			84,200			515,200			
MERCURY NEWS	ALL DAY (M-F)	C	#	207,343	48.11		30,378	36.08		237,721	278,676	274,484
MERCURY NEWS	SAT M	C	#	193,002	44.78		27,405	32.55		220,407	261,654	258,913
MERCURY NEWS	SUN	C	#	239,587	55.59		34,401	40.86		273,988	330,791	328,725
SAN LUIS OBISPO (SAN LUIS OBISPO CO.)			15,200			65,400			80,600			
TELEGRAM-TRIBUNE	E (M-F)	Z		9,630	63.36		21,977	33.60		31,607	32,255	31,764
TELEGRAM-TRIBUNE	SAT M	Z		11,088	72.95		26,094	39.90		37,182	37,964	36,717
SAN MATEO (SAN MATEO CO.)			82,500			87,500			170,000			
TIMES & NEWS LEADER	E (M-SAT)	Z		27,886	33.80		11,265	12.87		39,151	42,872	43,389
SANTA BARBARA (SANTA BARBARA CO.)			69,400			62,000			131,400			
NEWS-PRESS	M (M-SAT)			39,901	57.49		12,676	20.45		52,577	53,298	51,762
NEWS-PRESS	SUN			43,141	62.16		13,386	21.59		56,527	57,819	56,861

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
SANTA CRUZ (SANTA CRUZ CO.)			39,000			30,200			69,200			
SENTINEL	M (M-SAT)	Z		15,912	40.80		11,963	3[illegible].61		27,875	29,054 (b)	
SENTINEL	M (M-F)	Z										27,779
SENTINEL	SUN	Z		16,499	42.31		12,598	41.72		29,097	30,455	30,213
SANTA MARIA (SANTA BARBARA CO.)			27,900			40,200			68,100			
TIMES	E (M-F)			16,845	60.38		3,448	8.58		20,293	20,610	20,248
TIMES	SUN			17,366	62.24		3,853	9.58		21,219	21,627	21,150
SANTA ROSA (SONOMA CO.)			69,000			143,200			212,200			
PRESS DEMOCRAT	M (M-SAT)	Z		40,217	58.29		50,210	35.06		90,427	91,962	88,470
PRESS DEMOCRAT	SUN	Z		42,966	62.27		55,007	38.41		97,973	99,822	96,767
STOCKTON (SAN JOAQUIN CO.)			87,100 #			77,000			164,100			
RECORD	M (M-SAT)		#	41,682	47.86		9,376	12.18		51,058	53,988	52,601
RECORD	SUN		#	42,631	48.94		11,699	15.19		54,330	57,934	57,565
TRACY (SAN JOAQUIN CO.)			13,700 #						13,700			
TRACY PRESS	M (M-F)	Z	#	8,459	61.74					8,459	9,037	8,815
TULARE (TULARE CO.)			11,800			8,900			20,700			
ADVANCE-REGISTER	E (M-SAT)	Z		6,996	59.29		2,163	24.30		9,159	9,491	9,276
TURLOCK (STANISLAUS CO.)			15,600			13,300			28,900			
JOURNAL	E (M-SAT)	Z		7,056	45.23		2,779	20.89		9,835	10,322	9,896
UKIAH (MENDOCINO CO.)			7,200			8,400			15,600			
JOURNAL	E (M-F)	Z		5,640	78.33		2,945	35.06		8,585	9,112	9,012
JOURNAL	SUN	Z		5,851	81.26		3,197	38.06		9,048	9,586	9,498
VACAVILLE (SOLANO CO.)			23,000			37,400			60,400			
REPORTER	M (M-SAT)			15,920	69.22		2,471	6.61		18,391	18,807 *	16,768 *
REPORTER	SUN			16,248	70.64		2,436	6.51		18,684	19,108 *	17,250 *
VALLEJO (SOLANO CO.)			49,900			4,400			54,300			
TIMES-HERALD	M (M-SAT)	Z		23,826	47.75		101	2.30		23,927	25,854	26,157
TIMES-HERALD	SUN	Z		23,841	47.78		101	2.30		23,942	25,890	26,171
VENTURA CO. (CAMARILLO P.O.)			22,600 #						22,600			
NEWS	M (M-SAT)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEWS	SUN	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
VENTURA CO. (OXNARD P.O.)			46,000			30,900			76,900			
PRESS-COURIER	E (M-SAT)	Z		15,321	33.31		2,459	7.96		17,780	18,951	18,964
PRESS-COURIER	SUN	Z		15,984	34.75		2,567	8.31		18,551	19,714	20,080
VENTURA CO. (SIMI VALLEY P.O.)			29,800			3,600			33,400			
ENTERPRISE	E (M-SAT)			15,445	51.83		1,862	51.72		17,307	17,419	16,288
ENTERPRISE	SUN			15,959	53.55		1,963	54.53		17,922	18,009	17,000
VENTURA CO. (THOUSAND OAKS P.O.)			48,200			4,400			52,600			
NEWS-CHRONICLE	E (M-SAT)	Z		20,498	42.53		1,466	33.32		21,964	22,433	23,531
NEWS-CHRONICLE	SUN	Z		21,311	44.21		1,533	34.84		22,844	23,462	24,930
VENTURA CO. (VENTURA P.O.)			88,600 #			134,000			222,600			
STAR-FREE PRESS	M (M-SAT)	Z	#	39,628	44.73		9,528	7.11		49,156	49,648 (b)	
STAR-FREE PRESS	E (M-SAT)	Z	#									49,640
STAR-FREE PRESS	SUN	Z	#	43,601	49.21		11,225	8.38		54,826	55,515	55,916
VISALIA (TULARE CO.)			25,000			18,500			43,500			
TIMES-DELTA	M (M-F)	Z		15,691	62.76		4,675	25.27		20,366	22,766	21,626
TIMES-DELTA	SAT M	Z		19,721	78.88		5,645	30.51		25,366	29,114	26,708
WALNUT CREEK (CONTRA COSTA CO.)			130,600 #						130,600			
CONTRA COSTA TIMES	M (M-SAT)	Z	#	69,178	52.97					69,178	88,536	85,717
CONTRA COSTA TIMES	SUN	Z	#	75,622	57.90					75,622	98,884	96,264
WATSONVILLE (SANTA CRUZ CO.)			32,200 #						32,200			
REGISTER-PAJARONIAN	E (M-SAT)		#	12,355	38.37					12,355	13,580	14,209
WHITTIER (LOS ANGELES CO.)			57,900 #						57,900			
NEWS	E (M-SAT)		#	13,700	23.66					13,700	17,464	16,705
WOODLAND (YOLO CO.)			14,300			23,800			38,100			
DEMOCRAT	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DEMOCRAT	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
COLORADO												
BOULDER (BOULDER CO.)			32,700			24,600			57,300			
CAMERA	M (M-SAT)	Z		20,425	62.46		10,329	41.99		30,754	33,155	32,144
CAMERA	SUN	Z		25,023	76.52		13,717	55.76		38,740	42,775	41,049
CANON CITY (FREMONT CO.)			7,100			5,600			12,700			
RECORD	E (M-SAT)	Z		6,091	85.79		2,247	40.13		8,338	8,601	8,591
COLORADO SPRINGS (EL PASO CO.)			151,600 #						151,600			
GAZETTE TELEGRAPH	M (M-SAT)		#	99,414	65.58					99,414	101,745 (b)	
GAZETTE TELEGRAPH	M (M-F)		#									103,188
GAZETTE TELEGRAPH	SUN		#	112,156	73.98					112,156	115,883	116,396
DENVER (DENVER CO.)			641,300 #			266,200			907,500			
POST	M (M-SAT)	Z,C	#	173,506	27.06		40,220	15.11		213,726	243,292	238,551
POST	SUN	Z,C	#	278,124	43.37		66,407	24.95		344,531	407,561	395,649
ROCKY MOUNTAIN NEWS	M (M-SAT)	Z,C	#	279,714	43.62		45,935	17.26		325,649	351,996	343,639
ROCKY MOUNTAIN NEWS	SUN	Z,C	#	318,173	49.61		58,202	21.86		376,375	407,889	401,515
DURANGO (LA PLATA CO.)			5,000			7,000			12,000			
HERALD	E (M-F)			3,412	68.24		3,156	45.09		6,568	7,101	6,935
HERALD	SUN			4,094	81.88		3,883	55.47		7,977	9,130	8,835
FORT COLLINS (LARIMER CO.)			30,400			14,700			45,100			
COLORADOAN	M (M-SAT)			18,541	60.99		3,502	23.82		22,043	23,171	22,017
COLORADOAN	SUN			22,436	73.80		4,171	28.37		26,607	28,643	27,298
GRAND JUNCTION (MESA CO.)			30,400 #			33,100			63,500			
SENTINEL	E (M-SAT)	Z	#	22,269	73.25		8,404	25.39		30,673	31,024	29,717
SENTINEL	SUN	Z	#	24,617	80.98		10,322	31.18		34,939	35,589	34,076
GREELEY (WELD CO.)			27,300 #			18,200			45,500			
TRIBUNE	E (M-SAT)	Z	#	16,689	61.13		6,985	38.38		23,674	24,164	23,620
TRIBUNE	SUN	Z	#	16,684	61.11		7,021	38.58		23,705	24,229	24,597
LONGMONT (BOULDER CO.)			19,700			34,700			54,400			
TIMES-CALL	E (M-SAT)	Z		13,985	70.99		4,821	13.89		18,806	19,086	19,305
TIMES-CALL	SUN	Z		14,669	74.46		5,123	14.76		19,792	20,099	20,222

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LOVELAND (LARIMER CO.)			14,400			17,600			32,000			
REPORTER-HERALD	E (M-F)	Z		12,266	85.18		3,323	18.88		15,589	16,011	16,014
REPORTER-HERALD	WKND	Z		13,117	91.09		3,553	20.19		16,670	17,224	17,155
PUEBLO (PUEBLO CO.)			43,700 #			57,500			101,200			
CHIEFTAIN	M (M-SAT)		#	33,006	75.53		16,625	28.91		49,631	51,030	50,172
CHIEFTAIN	SUN		#	35,155	80.45		19,117	33.25		54,272	55,952	55,469
TRINIDAD (LAS ANIMAS CO.)			3,500			1,900			5,400			
CHRONICLE-NEWS	E (M-F)			2,289	65.40		436	22.95		2,725	3,149 *	3,281 *
CONNECTICUT												
ANSONIA (NEW HAVEN CO.)			17,500			17,500			35,000			
SENTINEL	E (M-SAT)			10,690	61.09		4,730	27.03		15,420	15,646	15,371
BRIDGEPORT (FAIRFIELD CO.)			101,000			89,600			190,600			
POST	M (M-SAT)	Z		51,536	51.03		15,038	16.78		66,574	68,925 (b)	
POST	CMB DLY	Z										74,116
POST	M (M-F)	Z										19,802
POST	E (M-F)	Z										54,314
POST	SAT M	Z										68,254
POST	SUN	Z		60,958	60.35		21,555	24.06		82,513	86,497	90,048
BRISTOL (HARTFORD CO.)			25,100			11,500			36,600			
PRESS	E (M-SAT)	Z		17,713	70.57		714	6.21		18,427	20,033	20,084
DANBURY (FAIRFIELD CO.)			30,200			68,600			98,800			
NEWS-TIMES	M (M-SAT)	Z		17,996	59.59		19,101	27.84		37,097	38,519	38,470
NEWS-TIMES	SUN	Z		19,789	65.53		23,527	34.30		43,316	45,500	44,734
GREENWICH (FAIRFIELD CO.)			21,500 #						21,500			
TIME	ALL DAY (M-F)		#	12,711	59.12					12,711	13,376	13,276
TIME	SAT M		#	11,725	54.53					11,725	12,302	12,366
TIME	SUN		#	12,895	59.98					12,895	13,697	13,295

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
HARTFORD (HARTFORD CO.)			116,900			239,600			356,500			
COURANT	M (M-SAT)	Z,C		63,260	54.11		113,116	47.21		176,376	228,075	227,763
COURANT	SUN	Z,C		70,918	60.67		156,807	65.45		227,725	314,846	307,878
MANCHESTER (HARTFORD CO.)			20,000			59,800			79,800			
HERALD	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MANCHESTER (HARTFORD CO.)			98,900 #						98,900			
JOURNAL INQUIRER	E (M-SAT)		#	41,109	41.57					41,109	45,479	44,723
MERIDEN-WALLINGFORD (NEW HAVEN CO.)			37,800			23,000			60,800			
RECORD-JOURNAL	M (M-SAT)	Z		24,749	65.47		5,361	23.31		30,110	30,775	31,043
RECORD-JOURNAL	SUN	Z		24,739	65.45		5,249	22.82		29,988	30,714	30,612
MIDDLETOWN (MIDDLESEX CO.)			23,500			46,900			70,400			
PRESS	E (M-SAT)	Z		11,423	48.61		7,451	15.89		18,874	19,133	19,507
MILFORD (NEW HAVEN CO.)			17,700 #						17,700			
CITIZEN	E (M-F)		#	6,873	38.83					6,873	6,981	6,957
CITIZEN	SUN		#	8,801	49.72					8,801	8,952	8,942
NEW BRITAIN (HARTFORD CO.)			42,700 #						42,700			
HERALD	E (M-SAT)	Z	#	24,863	58.23					24,863	36,071	37,518
NEW HAVEN (NEW HAVEN CO.)			245,100 #						245,100			
REGISTER	M (M-SAT)	Z	#	98,552	40.21					98,552	101,099 •	106,324 •
REGISTER	SUN	Z	#	129,890	52.99					129,890	135,569 •	139,135 •
NEW LONDON (NEW LONDON CO.)			30,500			35,400			65,900			
DAY	M (M-SAT)			18,627	61.07		15,757	44.51		34,384	37,151 •	38,092 •
DAY	SUN			20,622	67.61		18,091	51.10		38,713	42,200 •	42,273 •
NORWALK (FAIRFIELD CO.)			29,000 #			17,200			46,200			
HOUR	E (M-SAT)	Z	#	17,338	59.79		3,301	19.19		20,639	21,459	21,411
NORWICH (NEW LONDON CO.)			58,900 #						58,900			
BULLETIN	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BULLETIN	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
STAMFORD (FAIRFIELD CO.)			39,300 #			12,100			51,400			
ADVOCATE	ALL DAY (M-F)		#	22,847	58.13		3,714	30.69		26,561	31,015	30,912
ADVOCATE	SAT M		#	20,983	53.39		3,689	30.49		24,672	29,075	29,407
ADVOCATE	SUN		#	25,284	64.34		4,693	38.79		29,977	40,099	38,724
TORRINGTON (LITCHFIELD CO.)			13,200			16,200			29,400			
REGISTER CITIZEN	M (M-SAT)	Z		9,396	71.18		7,569	46.72		16,965	17,856	17,254
WATERBURY (NEW HAVEN CO.)			64,500			50,800			115,300			
REPUBLICAN-AMERICAN	M (M-SAT)	Z		35,179	54.54		17,251	33.96		52,430	57,660 (b)	
REPUBLICAN, AMERICAN	CMB DLY	Z										64,951
REPUBLICAN	M	Z										40,204
AMERICAN	E (M-F)	Z										24,747
REPUBLICAN	SUN	Z		43,855	67.99		23,606	46.47		67,461	74,608	74,440
WILLIMANTIC (WINDHAM CO.)			19,800 #						19,800			
CHRONICLE	E (M-SAT)		#	8,794	44.41					8,794	11,173	11,248
DELAWARE												
DOVER (KENT CO.)			72,600 #						72,600			
STATE NEWS	M (M-SAT)	Z	#	22,070	30.40					22,070	24,044 *	24,244 *
STATE NEWS	SUN	Z	#	28,821	39.70					28,821	32,047 *	32,075 *
WILMINGTON (NEW CASTLE CO.)			146,000			95,100			241,100			
NEWS JOURNAL	ALL DAY (M-SAT)			81,703	55.96		25,118	26.41		106,821	120,653	120,143
NEWS JOURNAL	SUN			91,037	62.35		31,496	33.12		122,533	139,833	137,350

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DISTRICT OF COLUMBIA												
WASHINGTON			1,337,500 #						1,337,500			
POST	M (M-F)	Z,C	#	685,850	51.28					685,850	780,582	772,749
POST	SAT M	Z,C	#	642,861	48.06					642,861	737,045	731,407
POST	SUN	Z,C	#	939,242	70.22					939,242	1,137,034	1,126,123
WASHINGTON			1,205,900 #						1,205,900			
TIMES	M (M-F)		#	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
USA TODAY	M (M-TH)										1,347,450	1,325,507
USA TODAY	FRI M										1,748,218	1,681,664
FLORIDA												
BRADENTON (MANATEE CO.)			76,400			7,100			83,500			
HERALD	M (M-SAT)			34,596	45.28		1,020	14.37		35,616	36,413	35,437
HERALD	SUN			44,514	58.26		1,196	16.85		45,710	47,033	44,800
CHARLOTTE CO. (CHARLOTTE HARBOR P.O.)			33,500			30,100			63,600			
SUN HERALD	M (M-SAT)	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SUN HERALD	SUN	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DAYTONA BEACH (VOLUSIA CO.)			99,600			64,900			164,500			
NEWS-JOURNAL	M (M-SAT)	Z		65,975	66.24		23,151	35.67		89,126	90,562	86,710
NEWS-JOURNAL	SUN	Z		76,208	76.51		27,153	41.84		103,361	106,169	101,917
FORT LAUDERDALE (BROWARD CO.)			540,200 #			68,700			608,900			
SUN-SENTINEL, NEWS	CMB DLY	Z,C	#	176,158	32.61		39,358	57.29		215,516	223,942	236,572
SUN-SENTINEL	M (M-F)	Z,C	#	167,443	31.00		39,358	57.29		206,801	215,227	215,766
FORT LAUDERDALE NEWS	E (M-F)	Z,C	#	8,715	1.61					8,715	8,715	20,806
SUN-SENTINEL	SAT M	Z,C	#	172,506	31.93		39,760	57.87		212,266	220,090	227,901
SUN-SENTINEL	SUN	Z,C	#	244,627	45.28		49,846	72.56		294,473	305,804	310,579

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
FORT MYERS (LEE CO.)			138,400 #						138,400			
NEWS-PRESS	M (M-SAT)	Z	#	68,533	49.52					68,533	78,698	75,431
NEWS-PRESS	SUN	Z	#	86,761	62.69					86,761	102,016	97,908
FORT PIERCE-PORT ST. LUCIE (ST. LUCIE CO.)			57,100 #						57,100			
TRIBUNE	M (M-SAT)		#	23,771	41.63					23,771	24,579	22,053
TRIBUNE	SUN		#	26,426	46.28					26,426	27,491	25,194
FORT WALTON BEACH (OKALOOSA CO.)			46,200			12,000			58,200			
NORTHWEST NEWS	M (M-SAT)	Z		24,197	52.37		5,086	42.38		29,283	33,391	31,795
NORTHWEST NEWS	SUN	Z		28,838	62.42		5,951	49.59		34,789	40,623	38,378
GAINESVILLE (ALACHUA CO.)			31,400			69,300			100,700			
SUN	M (M-SAT)	Z		22,524	71.73		26,298	37.95		48,822	55,045	53,334
SUN	SUN	Z		21,672	69.02		28,344	40.90		50,016	57,277	55,349
HOMESTEAD (DADE CO.)			29,300 #			39,700			69,000			
SOUTH DADE NEWS LEADER	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INVERNESS (CITRUS CO.)			42,000 #						42,000			
CITRUS COUNTY CHRONICLE	M (M-SAT)		#	15,656	37.28					15,656	16,255	15,484
CITRUS COUNTY CHRONICLE	SUN		#	17,454	41.56					17,454	18,139	16,908
JACKSONVILLE (DUVAL CO.)			296,800			85,100			381,900			
TIMES-UNION	M (M-F)	C		140,158	47.22		18,984	22.31		159,142	179,085	173,785
TIMES-UNION	SAT M	C		158,184	53.30		21,203	24.92		179,387	201,048	192,848
TIMES-UNION	SUN	C		181,337	61.10		30,567	35.92		211,904	245,414	234,591
KEY WEST (MONROE CO.)			11,900			8,600			20,500			
CITIZEN	M (M-F)			5,819	48.90		1,541	17.92		7,360	7,826	7,527
CITIZEN	SUN			6,468	54.52		2,049	23.83		8,537	9,514	9,692
LAKE CITY (COLUMBIA CO.)			3,500			12,200			15,700			
REPORTER	E (M-F)			3,467	99.06		4,771	39.11		8,238	9,098 *	9,094 *
LAKELAND (POLK CO.)			60,200			94,900			155,100			
LEDGER	M (M-SAT)	Z		38,587	64.10		31,793	33.50		70,380	72,386	70,602
LEDGER	SUN	Z		47,113	78.26		39,669	41.80		86,782	89,742	87,541

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LEESBURG (LAKE CO.)			6,400			69,300			75,700			
COMMERCIAL	E (M-SAT)	Z		3,814	59.59		20,286	29.27		24,100	24,457	26,098
COMMERCIAL	SUN	Z		4,097	64.02		22,631	32.66		26,728	27,214	28,220
MELBOURNE (BREVARD CO.)			168,000 #						168,000			
TODAY	M (M-SAT)	Z	#	77,120	45.90					77,120	79,199	75,218
TODAY	SUN	Z	#	103,513	61.61					103,513	106,878	101,656
MIAMI (DADE CO.)			726,400			576,000			1,302,400			
HERALD	M (M-SAT)	Z,C		271,481	37.37		103,608	17.99		375,089	414,646	412,933
HERALD	SUN	Z,C		338,246	46.56		129,816	22.54		468,062	520,075	515,856
NAPLES (COLLIER CO.)			32,600			24,200			56,800			
NEWS	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OCALA (MARION CO.)			18,300			59,900			78,200			
STAR-BANNER	M (M-F)	Z		13,165	71.94		27,074	45.20		40,239	43,417	41,507
STAR-BANNER	SAT M	Z		15,108	82.56		32,192	53.74		47,300	51,034	51,926
STAR-BANNER	SUN	Z		14,485	79.15		31,909	53.27		46,394	50,295	50,902
ORLANDO (ORANGE CO.)			351,100 #			90,200			441,300			
SENTINEL	ALL DAY (M-SAT)	Z,C	#	166,925	47.54		40,777	45.21		207,702	273,761	259,555
SENTINEL	SUN	Z,C	#	243,021	69.22		55,614	61.66		298,635	376,003	360,152
PALATKA (PUTNAM CO.)			4,000			20,300			24,300			
NEWS	E (M-F)	Z		3,482	87.05		9,661	47.59		13,143	13,343	13,609
PANAMA CITY (BAY CO.)			37,500			37,700			75,200			
NEWS-HERALD	M (M-SAT)	Z		24,944	66.52		8,843	23.46		33,787	34,689	33,924
NEWS-HERALD	SUN	Z		27,896	74.39		10,278	27.26		38,174	39,490	38,733
PENSACOLA (ESCAMBIA CO.)			95,900			68,600			164,500			
NEWS-JOURNAL	M (M-F)	Z		44,457	46.36		11,783	17.18		56,240	58,910 (b)	
NEWS-JOURNAL	SAT M	Z		51,064	53.25		14,091	20.54		65,155	68,523 (b)	
NEWS-JOURNAL	M (M-SAT)	Z										58,544
NEWS-JOURNAL	SUN	Z		55,830	58.22		17,090	24.91		72,920	77,599	74,841

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ST. AUGUSTINE (ST. JOHNS CO.)			27,700 #						27,700			
RECORD	E (M-SAT)		#	13,834	49.94					13,834	14,370 *	13,958 *
RECORD	SUN		#	14,007	50.57					14,007	14,751 *	14,254 *
ST. PETERSBURG (PINELLAS CO.)			499,600 #						499,600			
TIMES	M (M-SAT)	Z,C	#	289,265	57.90					289,265	324,982	323,050
TIMES	SUN	Z,C	#	372,399	74.54					372,399	424,432	416,341
SARASOTA (SARASOTA CO.)			121,500 #						121,500			
HERALD-TRIBUNE	M (M-SAT)	Z	#	73,821	60.76					73,821	105,770	103,609
HERALD-TRIBUNE	SUN	Z	#	89,798	73.91					89,798	130,872	128,495
STUART (MARTIN CO.)			41,600 #						41,600			
NEWS	M (M-SAT)		#	19,441	46.73					19,441	26,991	25,834
NEWS	SUN		#	22,418	53.89					22,418	32,509	30,420
TALLAHASSEE (LEON CO.)			73,600 #			38,200			111,800			
DEMOCRAT	M (M-SAT)	Z	#	44,963	61.09		10,609	27.77		55,572	61,031 *	59,433 *
DEMOCRAT	SUN	Z	#	53,045	72.07		14,731	38.56		67,776	77,075 *	73,451 *
TAMPA (HILLSBOROUGH CO.)			333,600 #			997,700			1,331,300			
TRIBUNE	M (M-SAT)	Z,C	#	163,705	49.07		94,321	9.45		258,026	270,360	250,073
TRIBUNE AND TIMES	SUN	Z,C	#	226,351	67.85		118,658	11.89		345,009	364,269	343,159
VERO BEACH (INDIAN RIVER CO.)			37,900 #						37,900			
PRESS-JOURNAL	M (M-SAT)	Z	#	24,154	63.73					24,154	27,155	25,643
PRESS-JOURNAL	SUN	Z	#	24,839	65.54					24,839	29,529	27,781
WEST PALM BEACH (PALM BEACH CO.)			228,100			186,900			415,000			
POST	M (M-F)	Z,C		107,689	47.21		49,250	26.35		156,939	167,193	158,961
POST	SAT M	Z,C		114,955	50.40		53,211	28.47		168,166	179,404	170,002
POST	SUN	Z,C		134,371	58.91		61,563	32.94		195,934	212,129	203,732
WINTER HAVEN (POLK CO.)			34,700 #						34,700			
NEWS CHIEF	E (M-SAT)		#	9,472	27.30					9,472	10,771	10,776
NEWS CHIEF	SUN		#	10,194	29.38					10,194	11,699	11,921

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
GEORGIA												
ALBANY (DOUGHERTY CO.)			31,700			74,000			105,700			
HERALD	E (M-SAT)	Z		20,189	63.69		14,465	19.55		34,654	36,569	36,616
HERALD	SUN	Z		22,809	71.95		18,875	25.51		41,684	46,011	45,049
AMERICUS (SUMTER CO.)			5,500			5,900			11,400			
TIMES-RECORDER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ATHENS (CLARKE CO.)			16,400			43,400			59,800			
NEWS, BANNER-HERALD	CMB DLY			8,329	50.79		14,181	32.68		22,510	27,560	26,695
NEWS	M (M-F)			3,547	21.63		5,725	13.19		9,272	14,100	13,053
BANNER-HERALD	E (M-F)			4,782	29.16		8,456	19.48		13,238	13,460	13,642
BANNER-HERALD/NEWS	SAT M			7,613	46.42		15,643	36.04		23,256	28,966	26,867
BANNER-HERALD/NEWS	SUN			8,738	53.28		18,149	41.82		26,887	33,411	31,860
ATLANTA (FULTON CO.)			716,600 #			719,100			1,435,700			
CONSTITUTION, JOURNAL	CMB DLY	C	#	312,406	43.60		156,024	21.70		468,430	508,604	465,455
CONSTITUTION	M (M-F)	C	#	196,863	27.47		84,554	11.76		281,417	316,793	284,015
JOURNAL	E (M-F)	C	#	115,543	16.12		71,470	9.94		187,013	191,811	181,440
JOURNAL & CONSTITUTION	SAT	C	#	316,921	44.23		174,228	24.23		491,149	531,355	517,689
JOURNAL & CONSTITUTION	SUN	C	#	395,258	55.16		224,599	31.23		619,857	680,267	651,828
AUGUSTA (RICHMOND CO.)			89,200			128,500			217,700			
CHRONICLE, HERALD	CMB DLY			54,479	61.08		24,786	19.29		79,265	80,670	79,427
CHRONICLE	M (M-F)			42,265	47.38		24,764	19.27		67,029	68,407	66,591
HERALD	E (M-F)			12,214	13.69		22	0.02		12,236	12,263	12,836
CHRONICLE	SAT M			62,643	70.23		29,381	22.86		92,024	93,599	93,791
CHRONICLE	SUN			63,060	70.70		30,505	23.74		93,565	95,382	90,177
COLUMBUS (MUSCOGEE CO.)			85,900			107,100			193,000			
LEDGER-ENQUIRER	M (M-SAT)			42,863	49.90		12,855	12.00		55,718	56,563	56,420
LEDGER-ENQUIRER	SUN			51,575	60.04		16,071	15.01		67,646	68,296	69,231
CONYERS (ROCKDALE CO.)			18,800 #						18,800			
ROCKDALE CITIZEN	E (M-F)	Z	#	8,657	46.05					8,657	9,953	9,552

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DALTON (WHITFIELD CO.)			8,600			25,700			34,300			
CITIZEN-NEWS	E (M,TU, TH & F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CITIZEN-NEWS	W	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CITIZEN-NEWS	SAT	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CITIZEN-NEWS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DUBLIN (LAURENS CO.)			22,300 #						22,300			
COURIER HERALD	E (M-SAT)		#	10,949	49.10					10,949	11,241	10,858
GAINESVILLE (HALL CO.)			19,900 #			55,200			75,100			
TIMES	E (M-SAT)	Z	#	10,690	53.72		10,056	18.22		20,746	20,884 *	20,761 *
TIMES	SUN	Z	#	11,539	57.98		11,870	21.50		23,409	23,615 *	23,342 *
GRIFFIN (SPALDING CO.)			9,000			10,500			19,500			
NEWS	E (M-SAT)			5,283	58.70		4,803	45.74		10,086	12,206 *	12,565 *
NEWS	SUN			4,523	50.26		4,751	45.25		9,274	11,209 *	11,488 *
GWINNETT CO. (DULUTH P.O.)			117,400 #						117,400			
NEWS	M (M-SAT)	Z	#	43,871	37.37					43,871	47,859	44,235
NEWS	SUN	Z	#	41,620	35.45					41,620	44,238	44,424
MACON (BIBB CO.)			51,500			164,600			216,100			
TELEGRAPH & NEWS	M (M-SAT)	Z		34,617	67.22		37,038	22.50		71,655	74,584	72,534
TELEGRAPH & NEWS	SUN	Z		41,100	79.81		54,901	33.35		96,001	100,488	99,660
MARIETTA (COBB CO.)			171,900 #						171,900			
JOURNAL	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SAVANNAH (CHATHAM CO.)			74,800			213,300			288,100			
NEWS, PRESS	CMB DLY			46,005	61.50		25,145	11.79		71,150	72,213	70,915
NEWS	M (M-F)			30,283	40.49		22,622	10.61		52,905	53,922	52,474
PRESS	E (M-F)			15,722	21.02		2,523	1.18		18,245	18,291	18,441
NEWS, PRESS	SAT			45,757	61.17		30,488	14.29		76,245	77,457	76,707
NEWS	SUN			45,342	60.62		32,672	15.32		78,014	79,232	74,980
THOMASVILLE (THOMAS CO.)			6,800			14,400			21,200			
TIMES-ENTERPRISE	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-ENTERPRISE	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
VALDOSTA (LOWNDES CO.)			13,100			37,900			51,000			
TIMES	M (M-SAT)	Z		10,227	78.07		9,363	24.70		19,590	19,750	19,377
TIMES	SUN	Z		9,778	74.64		9,596	25.32		19,374	19,534	19,206
WARNER ROBINS (HOUSTON CO.)			26,500 #			5,000			31,500			
SUN	E (M-F)		#	9,127	34.44		263	5.26		9,390	9,475	9,533
SUN	SUN		#	9,722	36.69		304	6.08		10,026	10,110	10,405
HAWAII												
HILO (HAWAII CO.)			27,500 #						27,500			
TRIBUNE-HERALD	E (M-F)	Z	#	18,278	66.47					18,278	20,474	20,255
TRIBUNE-HERALD	SUN	Z	#	20,577	74.83					20,577	23,765	23,124
HONOLULU (HONOLULU CO.)			273,600 #						273,600			
ADVERTISER, STAR-BULLETIN	CMB DLY		#	169,868	62.09					169,868	186,817	189,231
ADVERTISER	M (M-SAT)		#	83,625	30.56					83,625	97,890	96,005
STAR-BULLETIN	E (M-SAT)		#	86,243	31.52					86,243	88,927	93,226
STAR-BULLETIN & ADVERTISER	SUN		#	181,429	66.31					181,429	197,741	199,782
KAILUA-KONA (HAWAII CO.)			12,100 #						12,100			
WEST HAWAII TODAY	M (M-F)	Z	#	10,336	85.42					10,336	11,534	10,204
WEST HAWAII TODAY	SUN	Z	#	11,470	94.79					11,470	12,538	10,923
LIHUE (KAUAI CO.)			16,100 #						16,100			
GARDEN ISLAND	E (M,W,TH & F)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GARDEN ISLAND	SUN	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WAILUKU (MAUI CO.)			10,400			22,000			32,400			
MAUI NEWS	E (M-TH)	Z		6,693	64.36		10,105	45.93		16,798	17,102	17,196
MAUI NEWS	FRI E	Z		6,964	66.96		10,880	49.45		17,844	20,276	
MAUI NEWS	SUN	Z		6,735	64.76		12,478	56.72		19,213	19,306	18,559

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
IDAHO												
BOISE (ADA CO.)			71,000			77,800			148,800			
STATESMAN	M (M-SAT)	Z		40,878	57.57		16,020	20.59		56,898	59,529	56,690
STATESMAN	SUN	Z		52,749	74.29		23,116	29.71		75,865	79,539	75,358
IDAHO FALLS (BONNEVILLE CO.)			16,100			27,200			43,300			
POST-REGISTER	E (M-F)	Z		11,557	71.78		11,741	43.17		23,298	26,097 •	24,769 •
POST-REGISTER	SUN	Z		11,785	73.20		12,287	45.17		24,072	27,414 •	26,232 •
POCATELLO (BANNOCK CO.)			20,300			23,600			43,900			
STATE JOURNAL	E (M-F)	Z		11,810	58.18		6,260	26.53		18,070	18,248 •	18,735 •
JOURNAL	SUN	Z		12,408	61.12		6,854	29.04		19,262	19,512 •	19,958 •
TWIN FALLS (TWIN FALLS CO.)			11,800			37,900			49,700			
TIMES-NEWS	M (M-SAT)	Z		8,620	73.05		11,344	29.93		19,964	20,672	20,128
TIMES-NEWS	SUN	Z		8,990	76.19		12,344	32.57		21,334	22,082	21,389
ILLINOIS												
ALTON-EAST ALTON-WOOD RIVER (MADISON CO.)			36,400			40,600			77,000			
TELEGRAPH	E (M-F)	Z		24,102	66.21		9,797	24.13		33,899	35,515	34,860
TELEGRAPH	SUN	Z		24,644	67.70		10,285	25.33		34,929	36,651	35,895
AURORA (KANE CO.)			43,700			93,600			137,300			
BEACON-NEWS	E (M-SAT)	Z		24,070	55.08		15,779	16.86		39,849	40,182	40,585
BEACON-NEWS	SUN	Z		25,410	58.15		17,185	18.36		42,595	42,928	43,575
BELLEVILLE (ST. CLAIR CO.)			48,900 #						48,900			
NEWS-DEMOCRAT	M (M-SAT)	Z	#	27,768	56.79					27,768	51,672	48,458
NEWS-DEMOCRAT	SUN	Z	#	30,720	62.82					30,720	57,079	54,831
BLOOMINGTON-NORMAL (McLEAN CO.)			34,600			53,000			87,600			
PANTAGRAPH	M (M-SAT)	Z		23,857	68.95		23,401	44.15		47,258	51,639	51,888
PANTAGRAPH	SUN	Z		25,454	73.57		26,196	49.43		51,650	56,774	56,154

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CARBONDALE (JACKSON CO.)-HERRIN (WILLIAMSON CO.)-MARION (WILLIAMSON CO.)-MURPHYSBORO (JACKSON CO.)			94,700 #						94,700			
SOUTHERN ILLINOISAN	M (M-SAT)	Z	#	27,447	28.98					27,447	29,144	30,020
SOUTHERN ILLINOISAN	SUN	Z	#	33,629	35.51					33,629	35,620	36,651
CHAMPAIGN-URBANA (CHAMPAIGN CO.)			38,900 #			56,300			95,200			
NEWS-GAZETTE	E (M-F)	Z	#	22,987	59.09		18,230	32.38		41,217	43,810	43,369
NEWS-GAZETTE	SAT M	Z	#	22,913	58.90		18,459	32.79		41,372	44,061	44,165
NEWS-GAZETTE	SUN	Z	#	25,381	65.25		21,451	38.10		46,832	50,900	50,806
CHARLESTON (COLES CO.)			6,100 #			9,600			15,700			
TIMES-COURIER	M (M-SAT)	Z	#	3,913	64.15		2,994	31.19		6,907	7,200	7,310
CHICAGO (COOK CO.)			1,151,900 #			1,792,900			2,944,800			
RACING FORM	MON M										13,528 *	16,576 *
RACING FORM	M (TU-F)										24,923 *	24,937 *
RACING FORM	SAT M										48,214 *	50,866 *
RACING FORM	SUN										42,583 *	44,587 *
SUN-TIMES	M (M-F)	C	#	276,525	24.01		240,290	13.40		516,815	527,238	535,864
SUN-TIMES	SAT M	C	#	170,511	14.80		182,242	10.16		352,753	362,747	368,550
SUN-TIMES	SUN	C	#	257,557	22.36		277,975	15.50		535,532	548,091	563,148
TRIBUNE	M (M-F)	Z,C	#	205,328	17.83		431,092	24.04		636,420	721,067	720,155
TRIBUNE	SAT M	Z,C	#	145,136	12.60		387,637	21.62		532,773	612,753	602,520
TRIBUNE	SUN	Z,C	#	282,887	24.56		697,142	38.88		980,029	1,101,966	1,122,977
CHICAGO SUBURBAN (COOK CO.) (ARLINGTON HEIGHTS P.O.)			320,800 #						320,800			
HERALD	M (M-SAT)	Z	#	94,171	29.36					94,171	97,849	90,865
HERALD	SUN	Z	#	92,777	28.92					92,777	96,264	89,338
CHICAGO SUBURBAN (COOK CO.) (WORTH P.O.)			304,700 #						304,700			
SOUTHTOWN ECONOMIST	E (M-F)		#	50,795	16.67					50,795	54,168	44,187
SOUTHTOWN ECONOMIST	SUN		#	63,360	20.79					63,360	67,197	60,046

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CRYSTAL LAKE (McHENRY CO.)			77,100 #						77,100			
NORTHWEST HERALD	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORTHWEST HERALD	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DANVILLE (VERMILION CO.)			22,300			24,100			46,400			
COMMERCIAL-NEWS	E (M-SAT)	Z		13,570	60.85		10,707	44.43		24,277	24,555	24,972
COMMERCIAL-NEWS	SUN	Z		14,148	63.44		12,038	49.95		26,186	26,513	27,115
DECATUR (MACON CO.)			40,100			34,100			74,200			
HERALD & REVIEW	M (M-SAT)	Z		24,233	60.43		11,317	33.19		35,550	43,825	43,043
HERALD & REVIEW	SUN	Z		28,716	71.61		15,062	44.17		43,778	56,988	56,333
DEKALB (DEKALB CO.)			14,000			10,700			24,700			
CHRONICLE	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CHRONICLE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DIXON (LEE CO.)			5,900			20,600			26,500			
TELEGRAPH	E (M-SAT)	Z		4,742	80.37		5,192	25.20		9,934	10,272	10,173
EDWARDSVILLE (MADISON CO.)			20,300 #						20,300			
INTELLIGENCER	E (M-SAT)	Z	#	6,527	32.15					6,527	6,947	6,951 (a)
EFFINGHAM (EFFINGHAM CO.)			5,700			26,400			32,100			
NEWS	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ELGIN (KANE CO.)			30,400			211,700			242,100			
COURIER-NEWS	E (M-SAT)	Z		17,531	57.67		14,805	6.99		32,336	32,621	32,860
COURIER-NEWS	SUN	Z		17,612	57.93		14,967	7.07		32,579	32,869	33,236
FREEPORT (STEPHENSON CO.)			10,900			23,600			34,500			
JOURNAL-STANDARD	E (M-SAT)	Z		8,002	73.41		9,224	39.08		17,226	17,604	17,292
GALESBURG (KNOX CO.)			13,500			29,800			43,300			
REGISTER-MAIL	E (M-SAT)	Z		10,669	79.03		7,738	25.97		18,407	18,814	18,713
JACKSONVILLE (MORGAN CO.)			8,900			24,900			33,800			
JOURNAL COURIER	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL COURIER	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
JOLIET (WILL CO.)			48,700			58,200			106,900			
HERALD-NEWS	E (M-SAT)			32,833	67.42		15,321	26.32		48,154	48,818	48,524
HERALD-NEWS	SUN			33,146	68.06		16,525	28.39		49,671	50,407	50,186
KANKAKEE (KANKAKEE CO.)			20,700			38,100			58,800			
JOURNAL	E (M-F)	Z		14,738	71.20		14,886	39.07		29,624	30,812	30,885
JOURNAL	SUN	Z		16,105	77.80		16,926	44.43		33,031	34,404	34,092
KEWANEE (HENRY CO.)			5,300			18,200			23,500			
STAR COURIER	E (M-SAT)	Z		3,930	74.15		3,385	18.60		7,315	8,005	7,854
LASALLE-PERU-OGLESBY (LASALLE CO.)-SPRING VALLEY (BUREAU CO.)			11,900			22,100			34,000			
NEWS-TRIBUNE	E (M-SAT)	Z		9,802	82.37		9,125	41.29		18,927	19,466	19,502
LINCOLN (LOGAN CO.)			5,400			5,300			10,700			
COURIER	E (M-SAT)	Z		3,935	72.87		2,344	44.23		6,279	6,739	6,742
MATTOON (COLES CO.)			8,100 #			13,800			21,900			
JOURNAL-GAZETTE	M (M-SAT)	Z	#	6,013	74.23		5,696	41.28		11,709	12,072	12,325
MOLINE-EAST MOLINE (ROCK ISLAND CO.)			56,800			117,800			174,600			
DISPATCH	E (M-SAT)	Z		24,364	42.89		5,962	5.06		30,326	30,605	30,256
DISPATCH	SUN	Z		28,909	50.90		7,773	6.60		36,682	37,181	36,833
MOUNT VERNON (JEFFERSON CO.)			7,400			13,900			21,300			
REGISTER-NEWS	E (M-SAT)			5,707	77.12		5,433	39.09		11,140	11,582	11,314
NAPERVILLE (DUPAGE CO.)												
WALL STREET JOURNAL-MIDWEST EDITION	M (M-F)										513,653	510,107
OTTAWA (LASALLE CO.)			10,800 #			12,000			22,800			
TIMES	E (M-SAT)	Z	#	9,124	84.48		2,665	22.21		11,789	12,585	12,667
PEKIN (TAZEWELL CO.)			12,900			35,000			47,900			
TIMES	E (M-SAT)	Z		8,671	67.22		6,785	19.39		15,456	15,838	15,395

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
PEORIA (PEORIA CO.)			83,400			83,800			167,200			
JOURNAL STAR	ALL DAY (M-F)	Z,C		52,075	62.44		30,104	35.92		82,179	90,631	92,832
JOURNAL STAR	SAT	Z,C		61,201	73.38		37,952	45.29		99,153	110,115	112,119
JOURNAL STAR	SUN	Z,C		59,843	71.75		40,082	47.83		99,925	114,711	116,055
PONTIAC (LIVINGSTON CO.)			3,800			12,000			15,800			
LEADER	E (M-SAT)			3,134	82.47		3,655	30.46		6,789	7,150	7,883
QUINCY (ADAMS CO.)			20,200			51,500			71,700			
HERALD-WHIG	E (M-F)	Z		12,683	62.79		12,175	23.64		24,858	25,407 *	25,917 *
HERALD-WHIG	SAT M	Z		13,954	69.08		11,462	22.26		25,416	25,942 *	26,082 *
HERALD-WHIG	SUN	Z		14,194	70.27		15,292	29.69		29,486	30,335 *	31,056 *
ROCK ISLAND (ROCK ISLAND CO.)			56,800			117,800			174,600			
ARGUS	E (M-SAT)	Z		10,274	18.09		4,318	3.67		14,592	14,830	14,694
ARGUS	SUN	Z		11,631	20.48		5,114	4.34		16,745	17,349	17,248
ROCKFORD (WINNEBAGO CO.)			190,200 #						190,200			
REGISTER STAR	M (M-SAT)	Z	#	69,326	36.45					69,326	73,703	73,703
REGISTER STAR	SUN	Z	#	81,405	42.80					81,405	86,833	86,580
SPRINGFIELD (SANGAMON CO.)			57,200			130,700			187,900			
STATE JOURNAL-REGISTER	M (M-SAT)	Z		40,484	70.78		28,309	21.66		68,793	70,153	69,638
STATE JOURNAL-REGISTER	SUN	Z		39,848	69.66		37,254	28.50		77,102	78,520	77,904
STERLING-ROCK FALLS (WHITESIDE CO.)			12,900			17,400			30,300			
GAZETTE	E (M-SAT)			9,249	71.70		4,810	27.64		14,059	14,594	14,844
STREATOR (LASALLE CO.)			7,300			11,200			18,500			
TIMES-PRESS	E (M-SAT)	Z		6,635	90.89		2,083	18.60		8,718	9,282	9,208
TAYLORVILLE (CHRISTIAN CO.)			5,400			10,400			15,800			
BREEZE-COURIER	E (M-F)			3,526	65.30		3,027	29.11		6,553	7,224	7,470
BREEZE-COURIER	SUN			3,549	65.72		3,019	29.03		6,568	7,240	7,513

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WAUKEGAN-NORTH CHICAGO (LAKE CO.)			33,200			84,100			117,300			
NEWS-SUN	E (M-F)	Z		15,814	47.63		23,133	27.51		38,947	40,350	36,177
NEWS-SUN	WKND	Z		16,789	50.57		26,075	31.00		42,864	44,454	39,624
WHEATON (DUPAGE CO.)			18,000			63,700			81,700			
JOURNAL	E (M-SAT)	Z		5,118	28.43		2,849	4.47		7,967	8,056	8,210
INDIANA												
ANDERSON (MADISON CO.)			24,900			28,700			53,600			
HERALD-BULLETIN	M (M-SAT)			18,240	73.25		14,178	49.40		32,418	33,086	34,425
HERALD-BULLETIN	SUN			18,466	74.16		15,098	52.61		33,564	34,236	34,966
AUBURN (DEKALB CO.)			12,900 #						12,900			
STAR	E (M-SAT)		#	7,001	54.27					7,001	7,251	7,155
BEDFORD (LAWRENCE CO.)			8,300 #			17,100			25,400			
TIMES-MAIL	E (M-SAT)	Z	#	6,258	75.40		7,923	46.33		14,181	14,766	14,846
BLOOMINGTON (MONROE CO.)			28,500 #			19,500			48,000			
HERALD-TIMES	M (M-SAT)	Z	#	15,587	54.69		11,019	56.51		26,606	28,709	27,683
BLOOMINGTON (MONROE CO.)-BEDFORD (LAWRENCE CO.)			36,800 #			36,100			72,900			
HERALD-TIMES	SUN	Z	#	21,302	57.89		20,098	55.67		41,400	44,205	43,352
COLUMBUS (BARTHOLOMEW CO.)			15,300			30,700			46,000			
REPUBLIC	E (M-SAT)	Z		10,804	70.61		10,161	33.10		20,965	21,573	21,357
REPUBLIC	SUN	Z		11,585	75.72		11,440	37.26		23,025	23,996	23,348
CRAWFORDSVILLE (MONTGOMERY CO.)			5,700			16,300			22,000			
JOURNAL-REVIEW	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ELKHART (ELKHART CO.)			32,900			34,200			67,100			
TRUTH	E (M-SAT)	Z		19,923	60.56		7,794	22.79		27,717	28,093	28,246
TRUTH	SUN	Z		21,217	64.49		9,677	28.30		30,894	31,381	31,094

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
EVANSVILLE (VANDERBURGH CO.)			65,400			130,800			196,200			
COURIER, PRESS	CMB DLY	Z,C		53,346	81.57		39,686	30.34		93,032	98,742	99,327
COURIER	M (M-SAT)	Z,C		29,351	44.88		28,332	21.66		57,683	63,175	63,423
PRESS	E (M-SAT)	Z,C		23,995	36.69		11,354	8.68		35,349	35,567	35,904
COURIER	SUN	Z,C		51,644	78.97		54,232	41.46		105,876	116,962	115,668
FORT WAYNE (ALLEN CO.)			103,200 #			189,600			292,800			
JOURNAL-GAZETTE, NEWS-SENTINEL	CMB DLY	Z	#	78,837	76.39		40,305	21.26		119,142	120,228	120,356
JOURNAL-GAZETTE	M (M-SAT)	Z	#	37,093	35.94		25,925	13.67		63,018	63,974	63,648
NEWS-SENTINEL	E (M-SAT)	Z	#	41,744	40.45		14,380	7.58		56,124	56,254	56,708
JOURNAL-GAZETTE	SUN	Z	#	72,761	70.50		64,502	34.02		137,263	139,275	137,812
FRANKLIN (JOHNSON CO.)			17,800 #			12,800			30,600			
JOURNAL	E (M-SAT)		#	8,778	49.31		6,951	54.30		15,729	16,037	15,798
GARY (LAKE CO.)			88,100 #			58,900			147,000			
POST-TRIBUNE	M (M-SAT)	Z	#	45,088	51.18		20,284	34.44		65,372	70,018 *	73,975 *
POST-TRIBUNE	SUN	Z	#	51,647	58.62		27,054	45.93		78,701	84,401 *	87,302 *
GOSHEN (ELKHART CO.)			10,200			21,900			32,100			
NEWS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GREENFIELD (HANCOCK CO.)			5,100			11,700			16,800			
REPORTER	E (M-SAT)	Z		3,079	60.37		4,255	36.37		7,334	7,744	7,620
INDIANAPOLIS (MARION CO.)			473,000 #						473,000			
STAR, NEWS	CMB DLY		#	269,288	56.93					269,288	329,673	346,165
STAR	M (M-SAT)		#	177,408	37.51					177,408	228,582	234,888
NEWS	E (M-SAT)		#	91,880	19.42					91,880	101,091	111,277
STAR	SUN		#	320,523	67.76					320,523	411,044	408,283
KENDALLVILLE (NOBLE CO.)			14,800 #						14,800			
NEWS-SUN	E (M-SAT)		#	6,604	44.62					6,604	6,963	6,800
KOKOMO (HOWARD CO.)			20,200			26,800			47,000			
TRIBUNE	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LA PORTE (LA PORTE CO.)			9,500			33,600			43,100			
HERALD-ARGUS	E (M-SAT)	Z		7,410	78.00		5,697	16.96		13,107	13,417	13,477

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAFAYETTE-WEST LAFAYETTE (TIPPECANOE CO.)			26,800			66,700			93,500			
JOURNAL & COURIER	M (M-SAT)	Z		18,228	68.01		18,399	27.58		36,627	37,178	37,050
JOURNAL & COURIER	SUN	Z		20,604	76.88		20,258	30.37		40,862	41,538	40,839
LAKE CO. (MUNSTER P.O.)			107,900 #			53,700			161,600			
TIMES	M (M-SAT)	Z,C	#	51,563	47.79		9,554	17.79		61,117	63,804 * (b)	
TIMES	E (M-F)	Z,C	#									65,456 *
TIMES	SAT M	Z,C	#									64,052 *
TIMES	SUN	Z,C	#	56,918	52.75		10,487	19.53		67,405	70,536 *	72,192 *
LOGANSPORT (CASS CO.)			7,700			19,900			27,600			
PHAROS-TRIBUNE	E (M-F)	Z		6,458	83.87		8,138	40.89		14,596	14,913	15,104
PHAROS-TRIBUNE	SUN	Z		6,619	85.96		8,370	42.06		14,989	15,442	15,816
MARION (GRANT CO.)			22,000			23,000			45,000			
CHRONICLE-TRIBUNE	M (M-SAT)	Z		14,822	67.37		5,880	25.57		20,702	21,206	20,691
CHRONICLE-TRIBUNE	SUN	Z		17,097	77.71		7,652	33.27		24,749	25,351	25,488
MARTINSVILLE (MORGAN CO.)			4,700			9,000			13,700			
REPORTER	E (M-SAT)	Z		3,021	64.28		4,163	46.26		7,184	7,829	7,808
MUNCIE (DELAWARE CO.)			28,200 #			47,600			75,800			
STAR, PRESS	CMB DLY	Z	#	22,040	78.16		20,051	42.12		42,091	43,369 *	44,704 *
STAR	M (M-SAT)	Z	#	12,851	45.57		15,543	32.65		28,394	29,510 *	29,970 *
PRESS	E (M-SAT)	Z	#	9,189	32.59		4,508	9.47		13,697	13,859 *	14,734 *
STAR	SUN	Z	#	15,068	53.43		19,677	41.34		34,745	36,045 *	35,701 *
RICHMOND (WAYNE CO.)			36,400 #						36,400			
PALLADIUM-ITEM	E (M-SAT)	Z	#	19,138	52.58					19,138	20,960	20,959 *
PALLADIUM-ITEM	SUN	Z	#	23,122	63.52					23,122	25,673	25,477 *
SEYMOUR (JACKSON CO.)			6,100			8,900			15,000			
TRIBUNE	E (M-SAT)			4,380	71.80		5,077	57.04		9,457	9,701	9,744
SHELBYVILLE (SHELBY CO.)			5,700			9,000			14,700			
NEWS	E (M-SAT)	Z		4,892	85.82		5,511	61.23		10,403	11,365 *	11,210 *

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SOUTH BEND-MISHAWAKA (ST. JOSEPH CO.)			86,500			148,300			234,800			
TRIBUNE	E (M-F)	Z		48,599	56.18		35,757	24.11		84,356	89,173 (b)	
TRIBUNE	SAT M	Z		55,433	64.08		40,435	27.27		95,868	101,347 (b)	
TRIBUNE	E (M-SAT)	Z										90,943
TRIBUNE	SUN	Z		58,290	67.39		60,070	40.51		118,360	129,246	128,502
TERRE HAUTE (VIGO CO.)			25,000			66,300			91,300			
TRIBUNE-STAR	M (M-SAT)	Z		16,988	67.95		18,044	27.22		35,032	35,670	35,859
TRIBUNE-STAR	SUN	Z		19,214	76.86		24,270	36.61		43,484	44,566	43,575
VALPARAISO (PORTER CO.)			8,300			35,100			43,400			
VIDETTE-MESSENGER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
VINCENNES (KNOX CO.)			9,200			19,000			28,200			
SUN-COMMERCIAL	E (M-F)	Z		6,493	70.58		7,220	38.00		13,713	14,027 *	14,245 *
SUN-COMMERCIAL	SUN	Z		7,134	77.54		8,218	43.25		15,352	15,823 *	15,976 *
WASHINGTON (DAVIESS CO.)			4,700			14,700			19,400			
TIMES-HERALD	E (M-SAT)	Z		3,422	72.81		6,333	43.08		9,755	10,242	10,265
IOWA												
BURLINGTON (DES MOINES CO.)			13,100			43,600			56,700			
HAWK EYE	E (M-F)	Z		9,727	74.25		7,841	17.98		17,568	17,898	18,149
HAWK EYE	SUN	Z		10,378	79.22		9,594	22.00		19,972	20,323	20,427
CEDAR RAPIDS-MARION (LINN CO.)			68,300 #			85,200			153,500			
GAZETTE	M (M-SAT)	Z	#	44,881	65.71		19,662	23.08		64,543	71,174	70,821
GAZETTE	SUN	Z	#	48,434	70.91		26,297	30.87		74,731	82,908	82,368
CLINTON (CLINTON CO.)			11,900			34,000			45,900			
HERALD	E (M-SAT)			9,162	76.99		9,912	29.15		19,074	19,538	19,368
COUNCIL BLUFFS (POTTAWATTAMIE CO.)			22,700			28,000			50,700			
NONPAREIL	E (M-SAT)			13,073	57.59		4,111	14.68		17,184	17,494	17,541
NONPAREIL	SUN			15,500	68.28		4,394	15.69		19,894	20,266	20,284

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DAVENPORT-BETTENDORF (SCOTT CO.)			107,200			149,100			256,300			
QUAD-CITY TIMES	ALL DAY (M-F)	Z		38,138	35.58		16,268	10.91		54,406	55,066	57,559
QUAD-CITY TIMES	SAT M	Z		43,947	41.00		24,427	16.38		68,374	69,354	68,361
QUAD-CITY TIMES	SUN	Z		49,963	46.61		30,499	20.46		80,462	82,923	83,178
DES MOINES (POLK CO.)			307,500 #						307,500			
REGISTER	M (M-SAT)	Z,C	#	127,117	41.34					127,117	207,126	209,765
REGISTER	SUN	Z,C	#	188,266	61.22					188,266	346,275	353,105
DUBUQUE (DUBUQUE CO.), IA-EAST DUBUQUE (JO DAVIESS CO.), IL			22,600			52,500			75,100			
TELEGRAPH HERALD	E (M-SAT)			16,797	74.32		16,130	30.72		32,927	34,111	33,818
TELEGRAPH HERALD	SUN			18,310	81.02		18,706	35.63		37,016	38,544	37,938
FORT DODGE (WEBSTER CO.)			10,900			33,700			44,600			
MESSENGER	M (M-SAT)	Z		7,586	69.60		11,936	35.42		19,522	20,302 *	20,062 *
MESSENGER	SUN	Z		7,908	72.55		12,418	36.85		20,326	21,128 *	20,900 *
IOWA CITY (JOHNSON CO.)			25,100			15,500			40,600			
PRESS-CITIZEN	E (M-SAT)	Z		12,093	48.18		3,686	23.78		15,779	16,005	16,151
MARSHALLTOWN (MARSHALL CO.)			10,600			23,800			34,400			
TIMES-REPUBLICAN	E (M-SAT)	Z		6,503	61.35		5,593	23.50		12,096	12,457 *	12,677 *
MASON CITY (CERRO GORDO CO.)			16,200			34,600			50,800			
GLOBE-GAZETTE	M (M-SAT)	Z		9,973	61.56		9,394	27.15		19,367	20,400	20,490
GLOBE	SUN	Z		11,142	68.78		9,994	28.88		21,136	22,286	22,264
MUSCATINE (MUSCATINE CO.)			9,300			20,500			29,800			
JOURNAL	E (M-SAT)	Z		6,301	67.75		4,359	21.26		10,660	10,857	10,749
OELWEIN (FAYETTE CO.)			2,800			17,700			20,500			
REGISTER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OTTUMWA (WAPELLO CO.)			10,500			37,100			47,600			
COURIER	M (M-SAT)	Z		7,754	73.85		9,503	25.61		17,257	17,766	17,164

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SIOUX CITY (WOODBURY CO.)			38,000			62,500			100,500			
JOURNAL	M (M-F)			23,907	62.91		20,777	33.24		44,684	49,621	50,495
JOURNAL	SAT E			23,515	61.88		20,698	33.12		44,213	49,238	49,989
JOURNAL	SUN			25,498	67.10		20,463	32.74		45,961	49,927	49,822
WATERLOO-CEDAR FALLS-EVANSDALE (BLACK HAWK CO.)			41,200			61,300			102,500			
COURIER	E (M-F)	Z		27,645	67.10		19,461	31.75		47,106	48,020	49,211
COURIER	SUN	Z		30,199	73.30		22,344	36.45		52,543	53,509	53,847
WEBSTER CITY (HAMILTON CO.)			3,400			8,100			11,500			
FREEMAN-JOURNAL	E (M-F)			2,411	70.91		1,263	15.59		3,674	4,009	3,964
KANSAS												
EMPORIA (LYON CO.)			9,500 #			13,600			23,100			
GAZETTE	E (M-SAT)		#	6,373	67.08		3,730	27.43		10,103	10,437 *	10,273 *
GARDEN CITY (FINNEY CO.)			8,300			15,600			23,900			
TELEGRAM	E (M-SAT)	Z		5,789	69.75		4,599	29.48		10,388	10,939	11,134
GREAT BEND (BARTON CO.)			6,400			14,400			20,800			
TRIBUNE	E (M-F)	Z		4,694	73.34		4,597	31.92		9,291	9,728 *	10,019 *
TRIBUNE	SUN	Z		4,895	76.48		4,762	33.07		9,657	10,096 *	10,292 *
HUTCHINSON (RENO CO.)			19,600 #			63,900			83,500			
NEWS	M (M-SAT)	Z	#	12,739	64.99		19,095	29.88		31,834	39,212	38,952
NEWS	SUN	Z	#	14,249	72.70		19,826	31.03		34,075	41,786	42,178
INDEPENDENCE (MONTGOMERY CO.)			4,400			11,700			16,100			
REPORTER	E (M-F)			3,640	82.73		2,959	25.29		6,599	7,282 *	6,853 *
REPORTER	SUN			4,094	93.05		3,343	28.57		7,437	8,168 *	7,700 *
JUNCTION CITY (GEARY CO.)			8,600			8,700			17,300			
UNION	E (M-F)			5,426	63.09		2,624	30.16		8,050	8,226	8,398
UNION	SUN			6,052	70.37		2,928	33.66		8,980	9,168	9,166

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAWRENCE (DOUGLAS CO.)			21,800			16,900			38,700			
JOURNAL-WORLD	E (M-SAT)	Z		14,419	66.14		4,346	25.72		18,765	19,414	19,193
JOURNAL-WORLD	SUN	Z		14,947	68.56		4,481	26.51		19,428	20,125	19,820
LEAVENWORTH (LEAVENWORTH CO.)			12,200			12,400			24,600			
TIMES	E (M-F)			6,952	56.98		2,157	17.40		9,109	9,246	8,788 *
TIMES	SUN			7,384	60.52		2,340	18.87		9,724	9,861	9,505 *
MANHATTAN (RILEY CO.)			15,800			10,900			26,700			
MERCURY	E (M-F)			8,365	52.94		2,930	26.88		11,295	12,385	12,801
MERCURY	SUN			9,148	57.90		3,237	29.70		12,385	13,681	13,896
OLATHE (JOHNSON CO.)			21,300 #			7,200			28,500			
NEWS	M (TU-SAT)		#	6,446	30.26		1,380	19.17		7,826	8,600	9,285
NEWS	SUN		#	7,522	35.31		1,640	22.78		9,162	10,046	10,753
SALINA (SALINE CO.)			17,900			43,100			61,000			
JOURNAL	M (M-SAT)	Z		11,885	66.40		14,054	32.61		25,939	29,544	28,738
JOURNAL	SUN	Z		12,771	71.35		15,467	35.89		28,238	31,928	31,800
TOPEKA (SHAWNEE CO.)			66,000			149,400			215,400			
CAPITAL-JOURNAL	M (M-SAT)	Z		41,564	62.98		23,078	15.45		64,642	66,553	66,611
CAPITAL-JOURNAL	SUN	Z		44,757	67.81		26,673	17.85		71,430	73,184	74,819
WICHITA (SEDGWICK CO.)			157,400 #			112,100			269,500			
EAGLE BEACON	M (M-SAT)	Z,C	#	83,884	53.29		22,739	20.28		106,623	120,828	119,013
EAGLE BEACON	SUN	Z,C	#	121,652	77.29		43,664	38.95		165,316	198,906	194,942
WINFIELD (COWLEY CO.)			4,400			9,100			13,500			
COURIER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
KENTUCKY												
ASHLAND (BOYD CO.)			24,000			48,900			72,900			
INDEPENDENT	E (M-SAT)	Z		14,734	61.39		7,762	15.87		22,496	23,068	23,110
INDEPENDENT	SUN	Z		16,718	69.66		8,484	17.35		25,202	25,972	25,697

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BOWLING GREEN (WARREN CO.)			15,500			61,500			77,000			
NEWS	E (M-F)	Z		8,694	56.09		12,315	20.02		21,009	21,286	22,048
NEWS	SUN	Z		9,307	60.05		14,843	24.13		24,150	24,482	25,242
DANVILLE (BOYLE CO.)			5,300			25,700			31,000			
ADVOCATE-MESSENGER	E (M-F)	Z		3,642	68.72		7,807	30.38		11,449	11,716	11,879
ADVOCATE	SUN	Z		3,965	74.61		8,672	33.74		12,637	12,932	12,897
ELIZABETHTOWN (HARDIN CO.)			31,700 #						31,700			
NEWS-ENTERPRISE	M (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-ENTERPRISE	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HARLAN (HARLAN CO.)			1,800			12,300			14,100			
ENTERPRISE	E (TU-SAT)			1,329	73.83		4,932	40.10		6,261	6,627 *	6,946 *
HENDERSON (HENDERSON CO.)			10,600			11,700			22,300			
GLEANER	M (TU-SAT)			7,033	66.35		3,738	31.95		10,771	11,047 *	10,712 *
GLEANER	SUN			8,682	81.91		4,642	39.68		13,324	13,669 *	13,489 *
HOPKINSVILLE (CHRISTIAN CO.)			17,200 #			14,900			32,100			
NEW ERA	E (M-SAT)	Z	#	10,804	62.81		2,983	20.02		13,787	14,036	14,433
LEXINGTON (FAYETTE CO.)			89,500			135,000			224,500			
HERALD-LEADER	M (M-SAT)			54,438	60.82		39,479	29.24		93,917	124,000	122,673
HERALD-LEADER	SUN			63,704	71.18		53,001	39.26		116,705	157,908	154,053
LOUISVILLE (JEFFERSON CO.)			299,900			216,200			516,100			
COURIER-JOURNAL	M (M-SAT)	Z,C		147,879	49.31		55,876	25.84		203,755	233,714	231,042
COURIER-JOURNAL	SUN	Z,C		195,077	65.05		89,169	41.24		284,246	325,443	322,104
MADISONVILLE (HOPKINS CO.)			6,700			12,900			19,600			
MESSENGER	E (M-SAT)	Z		5,434	81.10		5,114	39.64		10,548	10,766	10,832
MIDDLESBORO (BELL CO.)			4,500			19,100			23,600			
NEWS	E (TU-SAT)	Z		2,939	65.31		3,818	19.99		6,757	6,949	7,174

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
OWENSBORO (DAVIESS CO.)			23,500			68,500			92,000			
MESSENGER-INQUIRER	M (M-SAT)	Z		15,028	63.95		16,973	24.78		32,001	32,734	32,061
MESSENGER-INQUIRER	SUN	Z		15,544	66.14		18,100	26.42		33,644	34,269	33,993
PADUCAH (McCRACKEN CO.)			20,000			74,700			94,700			
SUN	M (M-SAT)	Z		11,734	58.67		17,197	23.02		28,931	29,765 (b)	
SUN	E (M-F)	Z										31,028
SUN	SUN	Z		12,675	63.38		19,489	26.09		32,164	33,124	34,319
LOUISIANA												
ALEXANDRIA-PINEVILLE (RAPIDES PARISH)			26,400			78,900			105,300			
TOWN TALK	M (M-SAT)			18,067	68.44		20,164	25.56		38,231	40,416	40,659
TOWN TALK	SUN			18,261	69.17		21,286	26.98		39,547	41,827	42,128
BATON ROUGE (EAST BATON ROUGE PARISH)			138,300 #			116,400			254,700			
ADVOCATE, STATE-TIMES	CMB DLY		#	65,660	47.48		25,603	22.00		91,263	105,655 (b)	
ADVOCATE	M (M-F)		#	42,581	30.79		21,800	18.73		64,381	78,643 (b)	
STATE-TIMES	E (M-F)		#	23,079	16.69		3,803	3.27		26,882	27,012 (b)	
ADVOCATE	SAT M		#	38,313	27.70		20,697	17.78		59,010	73,087 (b)	
STATE-TIMES	SAT E		#	19,935	14.41		3,536	3.04		23,471	23,601 (b)	
ADVOCATE, STATE-TIMES	CMB DLY		#									102,882
ADVOCATE	M		#									75,370
STATE-TIMES	E		#									• 27,512
ADVOCATE	SUN		#	77,869	56.30		36,206	31.10		114,075	134,349	131,113
HAMMOND (TANGIPAHOA PARISH)			32,600 #						32,600			
STAR	E (M-F)		#	10,133	31.08					10,133	11,742	12,009
STAR	SUN		#	10,934	33.54					10,934	12,693	12,864
HOUMA (TERREBONNE PARISH)			32,700 #						32,700			
COURIER	E (M-F)		#	18,020	55.11					18,020	20,042	19,915
COURIER	SUN		#	19,525	59.71					19,525	22,255	22,212

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAFAYETTE (LAFAYETTE PARISH)			51,000			46,200			97,200			
ADVERTISER	M (M-SAT)			21,730	42.61		8,561	18.53		30,291	31,835	29,987
ADVERTISER	SUN			25,357	49.72		11,599	25.11		36,956	39,353	37,988
LAKE CHARLES (CALCASIEU PARISH)			43,200			63,500			106,700			
AMERICAN PRESS	M (M-SAT)	Z		24,875	57.58		11,009	17.34		35,884	36,539	36,601
AMERICAN PRESS	SUN	Z		27,521	63.71		12,762	20.10		40,283	41,069	41,347
MONROE (OUACHITA PARISH)			30,000			99,200			129,200			
NEWS-STAR	M (M-SAT)			22,044	73.48		13,356	13.46		35,400	36,638	36,806
NEWS-STAR	SUN			26,730	89.10		17,634	17.78		44,364	45,944	46,084
NEW ORLEANS (ORLEANS PARISH)			497,200 #						497,200			
TIMES-PICAYUNE	ALL DAY (M-F)	C	#	251,898	50.66					251,898	278,990	276,195
TIMES-PICAYUNE	SAT M	C	#	234,147	47.09					234,147	259,916	261,087
TIMES-PICAYUNE	SUN	C	#	289,802	58.29					289,802	326,167	328,139
OPELOUSAS (ST. LANDRY PARISH)			40,500 #						40,500			
WORLD	E (M-F)	Z	#	12,292	30.35					12,292	12,877	13,153
WORLD	SUN	Z	#	13,616	33.62					13,616	14,235	14,569
SHREVEPORT (CADDO PARISH)			122,700			220,000			342,700			
TIMES, JOURNAL	CMB DLY	Z		67,990	55.41		23,627	10.74		91,617	92,644	95,685
TIMES	M (M-SAT)	Z		52,712	42.96		21,312	9.69		74,024	75,003	76,866
JOURNAL	E (M-SAT)	Z		15,278	12.45		2,315	1.05		17,593	17,641	18,819
TIMES	SUN	Z		72,403	59.01		30,226	13.74		102,629	104,146	105,537
THIBODAUX (LAFOURCHE PARISH)			17,300 #						17,300			
COMET	E (M-F)	Z	#	9,755	56.39					9,755	11,924	12,188
MAINE												
AUGUSTA (KENNEBEC CO.)			9,600			93,500			103,100			
KENNEBEC JOURNAL	M (M-SAT)	Z		6,872	71.58		12,290	13.14		19,162	19,758	19,440

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BANGOR (PENOBSCOT CO.)			25,700			137,700			163,400			
NEWS	M (M-F)	Z		20,313	79.04		56,843	41.28		77,156	79,183	81,247
NEWS	WKND	Z		22,924	89.20		69,169	50.23		92,093	96,261	99,102
BIDDEFORD (YORK CO.)			14,000			7,600			21,600			
JOURNAL-TRIBUNE	E (M-SAT)	Z		8,006	57.19		2,185	28.75		10,191	14,540	14,835
BRUNSWICK (CUMBERLAND CO.)			14,700			9,800			24,500			
TIMES-RECORD	E (M-F)	Z		9,700	65.99		4,02[illegible]	41.06		13,724	14,914	14,636
LEWISTON-AUBURN (ANDROSCOGGIN CO.)			24,300			84,400			108,700			
SUN	M (M-SAT)	Z		16,953	69.77		23,648	28.02		40,601	41,340	42,341
SUN-JOURNAL	SUN	Z		17,227	70.89		23,880	28.29		41,107	42,972	42,711
PORTLAND (CUMBERLAND CO.)			47,400			124,100			171,500			
PRESS HERALD, EXPRESS	CMB DLY	Z		38,839	81.94		38,892	31.34		77,731	85,989 (b)	
PRESS HERALD	M (M-F)	Z		23,585	49.76		31,538	25.41		55,123	63,261 (b)	
EXPRESS	E (M-F)	Z		15,254	32.18		7,354	5.93		22,608	22,728 (b)	
PRESS HERALD	SAT M	Z		30,676	64.72		36,455	29.38		67,131	75,027 (b)	
PRESS HERALD, EXPRESS	CMB DLY	Z										86,843
PRESS HERALD	M (M-SAT)	Z										61,861
EXPRESS	E (M-SAT)	Z										24,982
TELEGRAM	SUN	Z		35,345	74.57		59,842	48.22		95,187	146,775	142,930
WATERVILLE (KENNEBEC CO.)			10,200			34,900			45,100			
CENTRAL SENTINEL	M (M-SAT)	Z		9,201	90.21		15,546	44.54		24,747	26,539	26,948
MARYLAND												
ANNAPOLIS (ANNE ARUNDEL CO.)			25,000			16,800			41,800			
CAPITAL	E (M-SAT)	Z		18,197	72.79		12,336	73.43		30,533	44,153	43,280
CAPITAL	SUN	Z		17,767	71.07		12,588	74.93		30,355	44,852	44,286

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		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BALTIMORE (INDEPENDENT CITY)			862,900 #						862,900			
SUN	CMB DLY	C	#	380,840	44.13					380,840	410,293	409,283
SUN	M (M-F)	C	#	220,183	25.52					220,183	243,609	238,533
SUN	E (M-F)	C	#	160,657	18.62					160,657	166,684	170,750
SUN	SAT M	C	#	349,734	40.53					349,734	375,987	373,150
SUN	SUN	C	#	444,964	51.57					444,964	494,112	485,270
CAMBRIDGE (DORCHESTER CO.)			4,400			7,300			11,700			
BANNER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CUMBERLAND (ALLEGANY CO.)			16,800			45,600			62,400			
TIMES-NEWS	M (M-SAT)			13,549	80.65		16,825	36.90		30,374	31,232	30,435
TIMES-NEWS	SUN			14,493	86.27		18,945	41.55		33,438	34,470	35,236
FREDERICK (FREDERICK CO.)			15,200			117,800			133,000			
POST, NEWS	CMB DLY	Z		11,591	76.26		28,399	24.11		39,990	41,773	40,124
POST	M (M-SAT)	Z		5,546	36.49		19,650	16.68		25,196	26,900	25,206
NEWS	E (M-SAT)	Z		6,045	39.77		8,749	7.43		14,794	14,873	14,918
HAGERSTOWN (WASHINGTON CO.)			28,900			57,000			85,900			
HERALD, MAIL	CMB DLY			22,205	76.83		16,492	28.93		38,697	42,837	42,494
HERALD	M (M-F)			7,965	27.56		10,456	18.34		18,421	22,326	21,605
MAIL	E (M-F)			14,240	49.27		6,036	10.59		20,276	20,511	20,889
HERALD-MAIL	SAT M			19,928	68.96		15,904	27.90		35,832	39,672	39,139
HERALD-MAIL	SUN			19,270	66.68		16,640	29.19		35,910	40,226	40,200
LANHAM (PRINCE GEORGE'S CO.)			255,300 #						255,300			
PRINCE GEORGE'S JOURNAL	M (M-F)		#	38,528	15.09					38,528	39,690	38,298
ROCKVILLE (MONTGOMERY CO.)			272,400 #						272,400			
MONTGOMERY JOURNAL	M (M-F)		#	40,113	14.73					40,113	41,161	42,167
SALISBURY (WICOMICO CO.)			14,200			49,900			64,100			
TIMES	M (M-SAT)			9,967	70.19		13,679	27.41		23,646	26,038	25,264
TIMES	SUN			10,941	77.05		15,399	30.86		26,340	29,295	28,865
WESTMINSTER (CARROLL CO.)			42,000 #						42,000			
CARROLL COUNTY TIMES	M (M-SAT)	Z	#	19,791	47.12					19,791	20,968	21,053
CARROLL COUNTY TIMES	SUN	Z	#	20,013	47.65					20,013	21,086	20,878

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MASSACHUSETTS												
ATTLEBORO (BRISTOL CO.)			13,500			27,100			40,600			
SUN CHRONICLE	E (M-SAT)	Z		8,140	60.30		12,976	47.88		21,116	23,765 *	23,827 *
SUN CHRONICLE	SUN	Z		7,511	55.64		11,978	44.20		19,489	21,996 * (b)	
BEVERLY (ESSEX CO.)			13,900			10,300			24,200			
TIMES	E (M-SAT)	Z		6,329	45.53		2,243	21.78		8,572	9,365	9,186
BOSTON (SUFFOLK CO.)			758,800			700,300			1,459,100			
CHRISTIAN SCIENCE MONITOR	M (M-F)										104,314	137,161
GLOBE	M (M-F)	C		262,044	34.53		160,063	22.86		422,107	521,354	516,031
GLOBE	SAT M	C		228,175	30.07		151,857	21.68		380,032	485,591	478,217
GLOBE	SUN	C		348,151	45.88		248,349	35.46		596,500	791,605	787,029
HERALD	M (M-F)	C		198,557	26.17		79,239	11.32		277,796	358,925	358,218
HERALD	SAT M	C		140,778	18.55		65,902	9.41		206,680	286,850	284,336
HERALD	SUN	C		116,921	15.41		55,538	7.93		172,459	239,091	246,806
BROCKTON (PLYMOUTH CO.)			70,800			85,400			156,200			
ENTERPRISE	E (M-F)			34,376	48.55		16,542	19.37		50,918	54,461	55,954
ENTERPRISE	SAT M			33,859	47.82		16,416	19.22		50,275	54,047	55,277
ENTERPRISE	SUN			37,398	52.82		20,052	23.48		57,450	63,593	64,880
DEDHAM (NORFOLK CO.)			23,100 #						23,100			
TRANSCRIPT	E (M-F)	Z	#	8,266	35.78					8,266	9,608	10,229
FALL RIVER (BRISTOL CO.)			57,100			7,800			64,900			
HERALD NEWS	E (M-SAT)			33,596	58.84		2,175	27.88		35,771	36,155	36,851
HERALD NEWS	SUN			34,415	60.27		2,313	29.65		36,728	37,059	37,032
FITCHBURG-LEOMINSTER (WORCESTER CO.)			29,400			8,400			37,800			
SENTINEL & ENTERPRISE	E (M-SAT)			15,931	54.19		2,806	33.40		18,737	20,365	20,367
SENTINEL & ENTERPRISE	SUN			14,110	47.99		2,435	28.99		16,545	17,997 (b)	
FRAMINGHAM (MIDDLESEX CO.)			71,900 #						71,900			
MIDDLESEX NEWS	E (M-SAT)		#	26,454	36.79					26,454	36,062	41,264
MIDDLESEX NEWS	SUN		#	31,512	43.83					31,512	45,871	48,689

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
GARDNER (WORCESTER CO.)			8,100			10,500			18,600			
NEWS	E (M-SAT)			5,039	62.21		3,268	31.12		8,307	8,620 *	8,922 *
GLOUCESTER (ESSEX CO.)			14,700			3,200			17,900			
TIMES	E (M-SAT)	Z		10,825	73.64		1,008	31.50		11,833	12,259	12,341
GREENFIELD (FRANKLIN CO.)			12,400			15,300			27,700			
RECORDER	E (M-SAT)	Z		9,482	76.47		5,707	37.30		15,189	15,686 *	15,286 *
HAVERHILL (ESSEX CO.)			20,000 #			70,000			90,000			
GAZETTE	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HOLYOKE (HAMPDEN CO.)			59,000 #						59,000			
TRANSCRIPT-TELEGRAM	E (M-SAT)	Z	#	18,421	31.22					18,421	18,809	21,001
HYANNIS (BARNSTABLE CO.)			75,400 #						75,400			
CAPE COD TIMES	M (M-SAT)	Z	#	46,959	62.28					46,959	48,134	47,189
CAPE COD TIMES	SUN	Z	#	55,118	73.10					55,118	57,091	55,999
LAWRENCE (ESSEX CO.)			73,900 #			67,200			141,100			
EAGLE-TRIBUNE	E (M-SAT)	Z	#	43,595	58.99		10,437	15.53		54,032	56,566	56,123
EAGLE-TRIBUNE	SUN	Z	#	44,712	60.50		13,064	19.44		57,776	61,258	61,251
LOWELL (MIDDLESEX CO.)			82,900			50,100			133,000			
SUN	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SUN	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SUN	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LYNN (ESSEX CO.)			47,700			103,300			151,000			
ITEM	E (M-F)			21,760	45.62		4,542	4.40		26,302	26,905	27,644
ITEM	SAT E			20,414	42.80		4,161	4.03		24,575	25,010	25,334
MILFORD (WORCESTER CO.)			32,200 #						32,200			
NEWS	E (M-SAT)		#	11,523	35.79					11,523	12,875 *	12,538 *
NEW BEDFORD (BRISTOL CO.)			54,500			33,700			88,200			
STANDARD TIMES	E (M-F)	Z,C		32,707	60.01		11,067	32.84		43,774	44,389	45,093
STANDARD TIMES	SAT M	Z,C		32,742	60.08		11,125	33.01		43,867	44,692	45,132
STANDARD TIMES	SUN	Z,C		35,351	64.86		12,562	37.28		47,913	49,642	50,152

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NEWBURYPORT (ESSEX CO.)			12,200			25,800			38,000			
NEWS	E (M-SAT)	Z		7,568	62.03		4,740	18.37		12,308	12,664	12,664
NORTHAMPTON (HAMPSHIRE CO.)			33,700 #						33,700			
GAZETTE	E (M-SAT)	Z	#	19,025	56.45					19,025	20,823	20,771
PEABODY (ESSEX CO.)			17,100			3,700			20,800			
TIMES	E (M-SAT)	Z		2,924	17.10		40	1.08		2,964	3,086	3,038
PITTSFIELD (BERKSHIRE CO.)			27,400 #			13,300			40,700			
EAGLE	M (M-SAT)	Z	#	21,349	77.92		6,310	47.44		27,659	33,414	33,983
EAGLE	SUN	Z	#	21,200	77.37		6,719	50.52		27,919	34,982	34,835
QUINCY (NORFOLK CO.)			67,500			53,500			121,000			
PATRIOT LEDGER	E (M-F)	Z		38,980	57.75		25,766	48.16		64,746	90,127	87,610
PATRIOT LEDGER	SAT M	Z		43,589	64.58		28,708	53.66		72,297	101,639	98,634
SALEM (ESSEX CO.)			49,600			43,900			93,500			
NEWS	E (M-SAT)	Z		22,052	44.46		7,338	16.72		29,390	30,180	31,078
SPRINGFIELD (HAMPDEN CO.)			140,300			106,300			246,600			
UNION-NEWS	ALL DAY (M-SAT)	C		79,898	56.95		25,819	24.29		105,717	113,279	111,948
REPUBLICAN	SUN	C		100,964	71.96		41,723	39.25		142,687	156,880	157,668
TAUNTON (BRISTOL CO.)			17,600			17,100			34,700			
GAZETTE	E (M-SAT)	Z		10,409	59.14		3,512	20.54		13,921	14,278	13,764
WALTHAM (MIDDLESEX CO.)			21,100			68,400			89,500			
NEWS TRIBUNE	E (M-F)	Z		7,078	33.55		2,647	3.87		9,725	9,849	10,894
WORCESTER (WORCESTER CO.)			96,700			136,700			233,400			
TELEGRAM, GAZETTE	ALL DAY (M-SAT)			64,703	66.91		40,849	29.88		105,552	118,192 (b)	
TELEGRAM, GAZETTE	ALL DAY (M-F)											120,568
SATURDAY PAPER	SAT											114,206
TELEGRAM	SUN			67,860	70.18		48,751	35.66		116,611	135,891	133,684

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MICHIGAN												
ADRIAN (LENAWEE CO.)			7,400			25,100			32,500			
TELEGRAM	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ALPENA (ALPENA CO.)			8,200			13,100			21,300			
NEWS	E (M-SAT)	Z		7,349	89.62		5,032	38.41		12,381	12,775	12,823
ANN ARBOR (WASHTENAW CO.)			49,700			88,100			137,800			
NEWS	E (M-SAT)	Z,C		22,308	44.89		27,837	31.60		50,145	52,386	48,453
NEWS	SUN	Z,C		26,694	53.71		33,944	38.53		60,638	63,714	59,739
BAD AXE (HURON CO.)			1,300			14,600			15,900			
HURON TRIBUNE	E (M-F)			1,231	94.69		7,490	51.30		8,721	9,172	8,900
BATTLE CREEK (CALHOUN CO.)			34,300			63,900			98,200			
ENQUIRER	E (M-SAT)			18,738	54.63		10,281	16.09		29,019	29,225 (b)	
ENQUIRER	E (M-F)											29,805
ENQUIRER	SAT M											29,943
ENQUIRER	SUN			23,560	68.69		13,757	21.53		37,317	37,557	37,581
BAY CITY (BAY CO.)			28,800 #			51,900			80,700			
TIMES	E (M-SAT)	Z,C	#	21,601	75.00		14,677	28.28		36,278	40,223	39,867
TIMES	SUN	Z,C	#	24,092	83.65		21,345	41.13		45,437	51,671	50,220
BENTON HARBOR-ST. JOSEPH (BERRIEN CO.)			79,000 #						79,000			
HERALD-PALLADIUM	E (M-SAT)		#	32,312	40.90					32,312	34,694	35,304
HERALD-PALLADIUM	SUN		#	30,264	38.31					30,264	32,505	35,921
DETROIT (WAYNE CO.)			481,900			1,264,400			1,746,300			
FREE PRESS/NEWS	CMB DLY			266,738	55.35		667,996	52.83		934,734	1,137,162	
FREE PRESS	M (M-F)			127,404	26.44		365,324	28.89		492,728	636,182	
NEWS	E (M-F)			139,334	28.91		302,672	23.94		442,006	500,980	
NEWS & FREE PRESS	SAT			226,222	46.94		589,265	46.60		815,487	981,843	
NEWS & FREE PRESS	SUN			262,450	54.46		749,716	59.29		1,012,166	1,239,417	
ESCANABA (DELTA CO.)			7,200			10,300			17,500			
PRESS	E (M-SAT)	Z		5,632	78.22		5,352	51.96		10,984	11,345	11,029

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
FLINT (GENESEE CO.)			109,100			118,000			227,100			
JOURNAL	E (M-F)	Z,C		68,179	62.49		38,472	32.60		106,651	107,732	107,748
JOURNAL	SAT M	Z,C		66,044	60.54		40,706	34.50		106,750	107,940	107,880
JOURNAL	SUN	Z,C		72,717	66.65		47,444	40.21		120,161	122,740	122,624
GRAND HAVEN (OTTAWA CO.)			7,400			8,400			15,800			
TRIBUNE	E (M-SAT)	Z		5,228	70.65		4,984	59.33		10,212	10,780	10,692
GRAND RAPIDS (KENT CO.)			158,200			150,400			308,600			
PRESS	E (M-SAT)	Z,C		96,697	61.12		42,558	28.30		139,255	144,800	143,101
PRESS	SUN	Z,C		109,941	69.49		64,234	42.71		174,175	191,095	188,472
GREENVILLE (MONTCALM CO.)			3,600			18,000			21,600			
NEWS	E (M-SAT)			2,157	59.92		5,860	32.56		8,017	8,333 *	8,416
HOLLAND (OTTAWA CO.)			27,800 #			10,800			38,600			
SENTINEL	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HOUGHTON (HOUGHTON CO.)			3,400			16,900			20,300			
MINING GAZETTE	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
IRON MOUNTAIN-KINGSFORD (DICKINSON CO.)			5,700			13,900			19,600			
NEWS	E (M-SAT)	Z		4,766	83.61		6,399	46.04		11,165	11,296	11,073
IRONWOOD (GOGEBIC CO.)			4,700			16,800			21,500			
GLOBE	E (M-SAT)	Z		3,409	72.53		4,277	25.46		7,686	8,051	8,104
JACKSON (JACKSON CO.)			29,700 #			49,600			79,300			
CITIZEN PATRIOT	E (M-SAT)	Z,C	#	20,314	68.40		17,108	34.49		37,422	37,850	37,809
CITIZEN PATRIOT	SUN	Z,C	#	21,902	73.74		20,706	41.75		42,608	43,362	43,115
KALAMAZOO (KALAMAZOO CO.)			59,400			71,300			130,700			
GAZETTE	E (M-SAT)	Z,C		34,929	58.80		30,163	42.30		65,092	66,429	63,833
GAZETTE	SUN	Z,C		38,823	65.36		38,013	53.31		76,836	80,605	80,508

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
KENT CO.-BAY CO.-GENESEE CO.-JACKSON CO.-KALAMAZOO CO.-MUSKEGON CO.-SAGINAW CO.-WASHTENAW CO.			1,095,300 #						1,095,300			
BOOTH-MICHIGAN NEWSPAPER GROUP	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BOOTH-MICHIGAN NEWSPAPER GROUP	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LANSING-EAST LANSING (INGHAM CO.)			98,900			63,600			162,500			
STATE JOURNAL	M (M-SAT)	Z,C		44,568	45.06		23,163	36.42		67,731	69,804 *	68,636 *
STATE JOURNAL	SUN	Z,C		54,193	54.80		33,110	52.06		87,303	90,907 *	87,344 *
LUDINGTON (MASON CO.)			3,700			13,200			16,900			
NEWS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MARQUETTE (MARQUETTE CO.)			7,400			18,700			26,100			
MINING JOURNAL	E (M-SAT)	Z		6,800	91.89		10,086	53.94		16,886	18,816	18,519
MINING JOURNAL	SUN	Z		6,704	90.59		10,084	53.93		16,788	19,712	18,738
MENOMINEE (MENOMINEE CO.)			3,800			13,400			17,200			
HERALD-LEADER	E (M-SAT)			2,028	53.37		1,983	14.80		4,011	4,149	4,282
MIDLAND (MIDLAND CO.)			15,200			27,800			43,000			
NEWS	E (M-SAT)	Z		9,959	65.52		6,633	23.86		16,592	16,912	17,039
NEWS	SUN	Z		8,395	55.23		6,258	22.51		14,653	14,994 (b)	
MONROE (MONROE CO.)			11,100			37,300			48,400			
NEWS	E (M-SAT)	Z		7,243	65.25		14,627	39.21		21,870	23,465	25,576
NEWS	SUN	Z		6,845	61.67		14,600	39.14		21,445	22,974	24,142
MOUNT CLEMENS (MACOMB CO.)			99,000 #						99,000			
DAILY	E (M-SAT)	Z	#	27,352	27.63					27,352	51,439	52,160
MOUNT PLEASANT (ISABELLA CO.)			23,200 #						23,200			
SUN	M (M-F)		#	10,291	44.36					10,291	11,428 (b)	
SUN	M (M-SAT)		#									10,918
SUN	SUN		#	10,290	44.35					10,290	11,515	10,856

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MUSKEGON (MUSKEGON CO.)			36,000			47,900			83,900			
CHRONICLE	E (M-SAT)	Z,C		27,816	77.27		17,905	37.38		45,721	47,644	47,544
CHRONICLE	SUN	Z,C		28,127	78.13		20,936	43.71		49,063	52,017	52,537
PETOSKEY (EMMET CO.)			18,300 #						18,300			
NEWS-REVIEW	E (M-F)		#	10,993	60.07					10,993	11,806 •	11,486 •
PONTIAC (OAKLAND CO.)			174,300 #						174,300			
OAKLAND PRESS	ALL DAY (M-SAT)	Z	#	74,015	42.46					74,015	76,239	74,028
OAKLAND PRESS	SUN	Z	#	80,040	45.92					80,040	82,751	81,506
PORT HURON (ST. CLAIR CO.)			29,600 #			39,000			68,600			
TIMES HERALD	E (M-SAT)	Z	#	17,013	57.48		12,251	31.41		29,264	30,149	29,525
TIMES HERALD	SUN	Z	#	20,712	69.97		15,269	39.15		35,981	37,205	35,750
ROYAL OAK (OAKLAND CO.)			84,200			64,500			148,700			
TRIBUNE	E (M-SAT)	Z		30,349	36.04		3,422	5.31		33,771	34,171	38,056
SAGINAW (SAGINAW CO.)			54,400 #			22,900			77,300			
NEWS	E (M-SAT)	Z,C	#	35,229	64.76		12,758	55.71		47,987	57,542	56,825
NEWS	SUN	Z,C	#	36,864	67.76		14,982	65.42		51,846	66,191	65,286
SAULT STE. MARIE (CHIPPEWA CO.)			7,500 #			9,200			16,700			
NEWS	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
STURGIS (ST. JOSEPH CO.)			4,100			15,500			19,600			
JOURNAL	E (M-SAT)			2,892	70.54		4,799	30.96		7,691	7,826	8,377
TRAVERSE CITY (GRAND TRAVERSE CO.)			44,300 #						44,300			
RECORD-EAGLE	E (M-SAT)	Z	#	26,110	58.94					26,110	27,350	26,568
RECORD-EAGLE	SUN	Z	#	28,536	64.42					28,536	34,226	31,295
YPSILANTI (WASHTENAW CO.)			25,500			40,600			66,100			
PRESS	E (M-F)	Z		9,294	36.45		6,323	15.57		15,617	16,100	16,089
PRESS	SAT M	Z		9,033	35.42		6,152	15.15		15,185	15,569	15,685
PRESS	SUN	Z		9,162	35.93		6,253	15.40		15,415	15,804	15,869

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MINNESOTA												
ALBERT LEA (FREEBORN CO.)			8,100			5,300			13,400			
TRIBUNE	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AUSTIN (MOWER CO.)			8,900			7,400			16,300			
HERALD	E (M-F)			6,004	67.46		1,894	25.59		7,898	8,076	8,289
HERALD	SUN			6,103	68.57		1,913	25.85		8,016	8,194	8,346
BRAINERD (CROW WING CO.)			7,400 #			24,100			31,500			
DISPATCH	E (M-F)	Z	#	5,202	70.30		8,459	35.10		13,661	14,274	14,137
DISPATCH	SUN	Z	#	6,044	81.68		10,754	44.62		16,798	17,484	17,171
DULUTH (ST. LOUIS CO.)			37,000 #			121,800			158,800			
NEWS-TRIBUNE	M (M-SAT)	Z	#	25,673	69.39		34,410	28.25		60,083	61,854	61,769
NEWS-TRIBUNE	SUN	Z	#	31,733	85.76		49,640	40.76		81,373	86,375	85,550
FAIRMONT (MARTIN CO.)			4,700			22,700			27,400			
SENTINEL	M (M-SAT)	Z		3,796	80.77		6,064	26.71		9,860	10,132	10,516
FARIBAULT (RICE CO.)			6,600			18,500			25,100			
NEWS	E (M-SAT)			4,801	72.74		2,971	16.06		7,772	7,963	8,118
FERGUS FALLS (OTTER TAIL CO.)			4,700			24,700			29,400			
JOURNAL	E (M-SAT)	Z		4,370	92.98		6,403	25.92		10,773	11,582	12,209
MANKATO (BLUE EARTH CO.)-NORTH												
MANKATO (NICOLLET CO.)			15,200			45,000			60,200			
FREE PRESS	E (M-SAT)	Z		10,302	67.78		14,062	31.25		24,364	25,343	25,139
MARSHALL (LYON CO.)			4,000			11,800			15,800			
INDEPENDENT	M (M-SAT)			3,146	78.65		5,178	43.88		8,324	8,629	8,758
MINNEAPOLIS-ST. PAUL												
(HENNEPIN CO.)			956,100 #			427,900			1,384,000			
STAR TRIBUNE	M (M-SAT)	Z,C	#	346,322	36.22					346,322	407,441	406,292
STAR TRIBUNE	SUN	Z,C	#	540,714	56.55					540,714	666,840	656,145

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL	CZ OR NDM		RATIO	RTZ OR NDM		RATIO	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SERVICES	OH'S	CIRC	CIRC/OH'S %	OH'S	CIRC	CIRC/OH'S %	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
NEW ULM (BROWN CO.)			5,000			14,100			19,100			
JOURNAL	M (TU-SAT)	Z		3,932	78.64		5,164	36.62		9,096	9,930	10,212
JOURNAL	SUN	Z		4,148	82.96		5,253	37.26		9,401	10,246	10,555
OWATONNA (STEELE CO.)			7,100			4,600			11,700			
PEOPLE'S PRESS	M (TU-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PEOPLE'S PRESS	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RED WING (GOODHUE CO.)			5,800			16,100			21,900			
REPUBLICAN EAGLE	E (M-SAT)			4,261	73.47		3,686	22.89		7,947	8,208	8,334
ROCHESTER (OLMSTED CO.)			30,300			34,500			64,800			
POST-BULLETIN	E (M-F)			20,973	69.22		16,000	46.38		36,973	39,005	38,507
POST-BULLETIN	WKND			22,496	74.24		17,276	50.08		39,772	42,121	41,281
ST. CLOUD (STEARNS, BENTON & SHERBURNE COS.)			54,500 #						54,500			
TIMES	E (M-SAT)	Z	#	23,915	43.88					23,915	27,990	27,787
TIMES	SUN	Z	#	28,722	52.70					28,722	34,074	33,418
ST. PAUL (RAMSEY CO.)			494,900 #						494,900			
PIONEER PRESS	ALL DAY (M-F)	Z	#	174,560	35.27					174,560	202,705	200,508
PIONEER PRESS	SAT M	Z	#	157,415	31.81					157,415	179,263	183,072
PIONEER PRESS	SUN	Z	#	229,225	46.32					229,225	261,557	260,949
WINONA (WINONA CO.)			9,500			37,200			46,700			
NEWS	M (M-SAT)	Z		6,775	71.32		7,034	18.91		13,809	14,100	14,157
NEWS	SUN	Z		6,829	71.88		7,311	19.65		14,140	14,450	14,399
WORTHINGTON (NOBLES CO.)			3,700			16,500			20,200			
GLOBE	M (M-SAT)			3,649	98.62		7,944	48.15		11,593	14,607	14,395

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
MISSISSIPPI												
BILOXI-GULFPORT (HARRISON CO.)			65,300			36,700			102,000			
SUN HERALD	M (M-SAT)			35,654	54.60		13,634	37.15		49,288	50,725	49,810
SUN HERALD	SUN			38,634	59.16		14,614	39.82		53,248	54,512	53,623
BROOKHAVEN (LINCOLN CO.)			4,100			15,500			19,600			
LEADER	E (M-F)			3,195	77.93		4,463	28.79		7,658	7,888 *	7,818 *
CLARKSDALE (COAHOMA CO.)			7,800			15,700			23,500			
PRESS REGISTER	E (M-F)	Z		4,669	59.86		2,360	15.03		7,029	7,258	7,291
PRESS REGISTER	WKND	Z		4,854	62.23		2,361	15.04		7,215	7,444	7,482
CLEVELAND (BOLIVAR CO.)			18,500 #						18,500			
BOLIVAR COMMERCIAL	E (M-F)		#	6,915	37.38					6,915	7,106	7,002 *
CORINTH (ALCORN CO.)			18,300 #						18,300			
CORINTHIAN	E (M-F)		#	7,962	43.51					7,962	8,568	8,695
GREENVILLE (WASHINGTON CO.)			16,300			14,700			31,000			
DELTA DEMOCRAT-TIMES	E (M-F)			7,090	43.50		3,876	26.37		10,966	12,553 *	13,304 *
DELTA DEMOCRAT-TIMES	SUN			7,637	46.85		4,183	28.46		11,820	13,650 *	14,422 *
GREENWOOD (LEFLORE CO.)			9,300			13,600			22,900			
COMMONWEALTH	E (M-F)	Z		5,439	58.48		3,279	24.11		8,718	8,986	8,967
COMMONWEALTH	SUN	Z		5,504	59.18		3,365	24.74		8,869	9,137	9,127
HATTIESBURG (FORREST CO.)			23,700			37,400			61,100			
AMERICAN	E (M-SAT)			12,834	54.15		10,020	26.79		22,854	24,380	24,350
AMERICAN	SUN			13,913	58.70		11,135	29.77		25,048	27,207	26,809
JACKSON (HINDS CO.)			103,900			135,400			239,300			
CLARION-LEDGER	M (M-SAT)	Z		58,391	56.20		19,490	14.39		77,881	102,235	99,830
CLARION-LEDGER	SUN	Z		66,313	63.82		27,090	20.01		93,403	123,052	120,575
LAUREL (JONES CO.)			7,800			31,200			39,000			
LEADER-CALL	E (M-SAT)			4,344	55.69		5,554	17.80		9,898	10,005	9,924

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
McCOMB (PIKE CO.)			6,700			23,600			30,300			
ENTERPRISE-JOURNAL	E (M-F)	Z		3,787	56.52		7,636	32.36		11,423	11,762 *	11,856 *
ENTERPRISE-JOURNAL	SUN	Z		3,936	58.75		7,639	32.37		11,575	11,914 *	11,936 *
MERIDIAN (LAUDERDALE CO.)			17,500			82,800			100,300			
STAR	E (M-SAT)	Z		9,514	54.37		12,084	14.59		21,598	21,790	21,783
STAR	SUN	Z		10,436	59.63		13,967	16.87		24,403	24,595	24,552
PASCAGOULA (JACKSON CO.)			56,400 #						56,400			
PRESS	E (M-F)		#	22,150	39.27					22,150	22,658	22,392
PRESS	SUN		#	23,149	41.04					23,149	23,841	23,614
TUPELO (LEE CO.)			12,300			99,600			111,900			
NORTHEAST JOURNAL	M (M-SAT)	Z		9,188	74.70		26,562	26.67		35,750	38,025	37,308
NORTHEAST JOURNAL	SUN	Z		8,272	67.25		25,160	25.26		33,432	35,318	35,200
VICKSBURG (WARREN CO.)			10,300			29,700			40,000			
POST	E (M-SAT)	Z		5,659	54.94		9,486	31.94		15,145	15,316	15,446
POST	SUN	Z		5,667	55.02		9,800	33.00		15,467	15,729	15,793
MISSOURI												
CAPE GIRARDEAU (CAPE GIRARDEAU CO.)			13,100			42,700			55,800			
SOUTHEAST MISSOURIAN	M (M-F)			7,316	55.85		8,558	20.04		15,874	16,230 (b)	
SOUTHEAST MISSOURIAN	E (M-F)											15,802
SOUTHEAST MISSOURIAN	SUN			8,742	66.73		10,658	24.96		19,400	19,755	19,327
COLUMBIA (BOONE CO.)			39,600 #						39,600			
TRIBUNE	E (M-F)	Z	#	14,788	37.34					14,788	16,710	18,489
TRIBUNE	SAT M	Z	#	14,993	37.86					14,993	17,062	18,683
TRIBUNE	SUN	Z	#	17,865	45.11					17,865	20,823	22,542
FLAT RIVER (ST. FRANCOIS CO.)			4,500			10,100			14,600			
JOURNAL	E (M-F)	Z		2,667	59.27		7,029	69.59		9,696	9,975	9,901
HANNIBAL (MARION CO.)			7,200			29,200			36,400			
COURIER-POST	E (M-SAT)	Z		5,140	71.39		4,825	16.52		9,965	10,588	10,867

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
JEFFERSON CITY (COLE CO.)			17,400			41,600			59,000			
CAPITAL NEWS, POST-TRIBUNE	CMB DLY	Z		13,803	79.33		7,262	17.46		21,065	21,667	21,981
CAPITAL NEWS	M (TU-SAT)	Z		423	2.43		2,841	6.83		3,264	3,566	3,739
POST-TRIBUNE	E (M-F)	Z		13,380	76.90		4,421	10.63		17,801	18,101	18,242
NEWS-TRIBUNE	SUN	Z		14,099	81.03		9,325	22.42		23,424	24,035	24,375
JOPLIN (JASPER CO.)			25,800			81,500			107,300			
GLOBE	M (M-SAT)	Z,C		16,986	65.84		17,574	21.56		34,560	36,962	37,171
GLOBE	SUN	Z,C		19,867	77.00		22,262	27.32		42,129	45,536	45,820
KANSAS CITY (JACKSON CO.)			501,600			233,100			734,700			
STAR	M (M-F)	C		223,465	44.55		45,084	19.34		268,549	287,345 (b)	
STAR	SAT M	C		246,676	49.18		53,321	22.87		299,997	322,400 (b)	
STAR	M (M-SAT)	C										275,844
STAR	SUN	C		310,839	61.97		72,782	31.22		383,621	415,717	414,717
MEXICO (AUDRAIN CO.)			4,700			14,900			19,600			
LEDGER	E (M-SAT)	Z		4,298	91.45		5,743	38.54		10,041	10,911	11,472
POPLAR BLUFF (BUTLER CO.)			6,800			43,000			49,800			
AMERICAN REPUBLIC	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AMERICAN REPUBLIC	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ST. JOSEPH (BUCHANAN CO.)			29,600			58,600			88,200			
NEWS PRESS/GAZETTE	M (M-F)			23,258	78.57		17,747	30.28		41,005	43,699	44,754
NEWS PRESS/GAZETTE	SAT M			25,625	86.57		19,318	32.97		44,943	47,830	48,463
NEWS PRESS/GAZETTE	SUN			25,059	84.66		20,580	35.12		45,639	49,162	50,348
ST. LOUIS (INDEPENDENT CITY)			793,100 #						793,100			
POST-DISPATCH	M (M-F)	Z,C	#	318,431	40.15					318,431	382,381	376,888
POST-DISPATCH	SAT M	Z,C	#	288,440	36.37					288,440	350,827	341,088
POST-DISPATCH	SUN	Z,C	#	460,406	58.05					460,406	561,630	557,941
SEDALIA (PETTIS CO.)			8,500			19,700			28,200			
DEMOCRAT	E (M-F)			6,702	78.85		6,956	35.31		13,658	14,531	14,662
DEMOCRAT	SUN			7,593	89.33		7,358	37.35		14,951	15,859	15,989

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SIKESTON (SCOTT CO.)			6,700			27,100			33,800			
STANDARD-DEMOCRAT	E (M-F)			3,346	49.94		5,517	20.36		8,863	9,171	8,434
STANDARD-DEMOCRAT	SUN			4,055	60.52		5,826	21.50		9,881	10,190	8,767
SPRINGFIELD (GREENE CO.)			57,800			118,900			176,700			
NEWS-LEADER	M (M-SAT)	Z		31,381	54.29		26,704	22.46		58,085	60,732	61,900
NEWS-LEADER	SUN	Z		45,211	78.22		49,411	41.56		94,622	99,612	100,398
WARRENSBURG (JOHNSON CO.)			4,000			9,300			13,300			
STAR-JOURNAL	E (M-F)	Z		2,349	58.73		2,182	23.46		4,531	4,896	5,404
MONTANA												
BILLINGS (YELLOWSTONE CO.)			35,100			68,600			103,700			
GAZETTE	M (M-SAT)	Z		25,962	73.97		20,319	29.62		46,281	55,505	54,983
GAZETTE	SUN	Z		28,010	79.80		23,159	33.76		51,169	61,939	59,991
BOZEMAN (GALLATIN CO.)			11,500			12,200			23,700			
CHRONICLE	E (M-F)			7,302	63.50		4,311	35.34		11,613	12,085	11,827
CHRONICLE	SUN			7,895	68.65		5,073	41.58		12,968	14,004	13,510
BUTTE (SILVER BOW CO.)-ANACONDA (DEER LODGE CO.)			15,700			14,200			29,900			
STANDARD	M (M-SAT)	Z		11,994	76.39		3,556	25.04		15,550	16,206	16,388
STANDARD	SUN	Z		12,194	77.67		3,670	25.85		15,864	16,690	16,725
GREAT FALLS (CASCADE CO.)			27,900			35,100			63,000			
TRIBUNE	M (M-SAT)	Z		17,154	61.48		11,283	32.15		28,437	33,561	33,633
TRIBUNE	SUN	Z		20,704	74.21		14,248	40.59		34,952	40,141	40,083
HELENA (LEWIS & CLARK CO.)			17,600 #			5,300			22,900			
INDEPENDENT RECORD	M (M-SAT)	Z	#	11,840	67.27		1,641	30.96		13,481	13,700	13,308
INDEPENDENT RECORD	SUN	Z	#	12,146	69.01		1,787	33.72		13,933	14,344	13,948
MISSOULA (MISSOULA CO.)			25,100			31,000			56,100			
MISSOULIAN	M (M-SAT)	Z		15,028	59.87		10,404	33.56		25,432	28,838	29,177
MISSOULIAN	SUN	Z		16,399	65.33		12,123	39.11		28,522	32,590	31,782

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NEBRASKA												
ALLIANCE (BOX BUTTE CO.)			3,800			8,500			12,300			
TIMES-HERALD	E (M-SAT)			2,575	67.76		845	9.94		3,420	3,670	3,831
BEATRICE (GAGE CO.)			5,000 #			7,400			12,400			
SUN	E (M-SAT)	Z	#	4,339	86.78		5,234	70.73		9,573	10,185	10,257
COLUMBUS (PLATTE CO.)			7,300			16,400			23,700			
TELEGRAM	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TELEGRAM	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FREMONT (DODGE CO.)			10,600			17,400			28,000			
TRIBUNE	E (M-SAT)	Z		7,617	71.86		3,202	18.40		10,819	11,093	11,461
GRAND ISLAND (HALL CO.)			15,700			25,200			40,900			
INDEPENDENT	E (M-SAT)	Z		12,808	81.58		11,153	44.26		23,961	24,854	24,732
INDEPENDENT	SUN	Z		13,057	83.17		11,721	46.51		24,778	25,670	25,615
HASTINGS (ADAMS CO.)			9,400			19,200			28,600			
TRIBUNE	E (M-SAT)	Z		7,612	80.98		6,601	34.38		14,213	15,177	15,408
HOLDREGE (PHELPS CO.)			2,200			4,900			7,100			
CITIZEN	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
KEARNEY (BUFFALO CO.)			8,600 #			24,800			33,400			
HUB	E (M-SAT)	Z	#	6,569	76.38		5,882	23.72		12,451	12,883	12,804
LINCOLN (LANCASTER CO.)			75,600			64,700			140,300			
STAR, JOURNAL	CMB DLY	Z		53,636	70.95		23,362	36.11		76,998	81,264	81,440
STAR	M (M-SAT)	Z		23,063	30.51		13,264	20.50		36,327	39,038	38,394
JOURNAL	E (M-SAT)	Z		30,573	40.44		10,098	15.61		40,671	42,226	43,046
JOURNAL-STAR	SUN	Z		55,986	74.06		22,607	34.94		78,593	82,054	82,376
NORFOLK (MADISON CO.)			7,900			32,400			40,300			
NEWS	E (M-SAT)	Z		7,340	92.91		12,950	39.97		20,290	22,307	22,340

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NORTH PLATTE (LINCOLN CO.)			8,800 #			18,000			26,800			
TELEGRAPH	M (TU-SAT)	Z	#	6,494	73.80		6,952	38.62		13,446	14,718	14,689
TELEGRAPH	SUN	Z	#	6,646	75.52		6,983	38.79		13,629	14,909	15,149
OMAHA (DOUGLAS CO.)			192,000 #			126,000			318,000			
WORLD-HERALD	CMB DLY	C	#	127,025	66.16		35,440	28.13		162,465	220,050	219,217
WORLD-HERALD	M (M-F)	C	#	37,634	19.60		28,776	22.84		66,410	123,901	121,985
WORLD-HERALD	E (M-F)	C	#	89,391	46.56		6,664	5.29		96,055	96,149	97,232
WORLD-HERALD	SAT M	C	#	118,038	61.48		35,266	27.99		153,304	210,654	210,347
WORLD-HERALD	SUN	C	#	147,781	76.97		54,476	43.23		202,257	284,223	284,142
SCOTTSBLUFF (SCOTTS BLUFF CO.)			9,600 #			31,600			41,200			
STAR-HERALD	M (TU-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
STAR-HERALD	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEVADA												
CARSON CITY (INDEPENDENT CITY)			16,800 #						16,800			
APPEAL	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
APPEAL	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ELKO (ELKO CO.)			6,200			6,700			12,900			
FREE PRESS	E (M-SAT)			3,889	62.73		1,246	18.60		5,135	5,457	5,180

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAS VEGAS (CLARK CO.)**			271,000 #						271,000			
REVIEW-JOURNAL (07-01-90 TO 09-30-90)	CMB DLY	Z	#	164,174	60.58					164,174	168,932	
REVIEW-JOURNAL (07-01-90 TO 09-30-90)	M (M-F)	Z	#	131,227	48.42					131,227	135,311	
SUN (07-01-90 TO 09-30-90)	E (M-F)	Z	#	32,947	12.16					32,947	33,621	
REVIEW-JOURNAL/SUN (07-01-90 TO 09-30-90)	SAT M	Z	#	154,895	57.16					154,895	158,936	
REVIEW-JOURNAL/SUN (07-01-90 TO 09-30-90)	SUN	Z	#	196,609	72.55					196,609	204,174	
REVIEW-JOURNAL (04-01-90 TO 06-30-90)	ALL DAY (M-F)	Z	#	119,047	43.93					119,047	122,731	
REVIEW-JOURNAL (04-01-90 TO 06-30-90)	SAT M	Z	#	117,282	43.28					117,282	120,669	
REVIEW-JOURNAL (04-01-90 TO 06-30-90)	SUN	Z	#	157,874	58.26					157,874	165,078	
SUN (04-01-90 TO 06-30-90)	M (M-SAT)	Z	#	52,590	19.41					52,590	53,835	
SUN (04-01-90 TO 06-30-90)	SUN	Z	#	54,435	20.09					54,435	55,878	
RENO (WASHOE CO.)			133,800 #						133,800			
GAZETTE-JOURNAL	M (M-SAT)	Z	#	52,564	39.29					52,564	65,202	64,335
GAZETTE-JOURNAL	SUN	Z	#	63,867	47.73					63,867	80,049	78,039
NEW HAMPSHIRE												
CLAREMONT (SULLIVAN CO.)			6,000			24,000			30,000			
EAGLE TIMES	E (M-F)			3,950	65.83		5,366	22.36		9,316	9,532	9,674
EAGLE TIMES	SUN			4,158	69.30		6,099	25.41		10,257	10,501	10,638
CONCORD (MERRIMACK CO.)			14,400			39,600			54,000			
MONITOR	E (M-SAT)	Z		9,879	68.60		10,959	27.67		20,838	21,820	21,922

****Effective July 1, 1990 the Las Vegas Review-Journal and the Las Vegas Sun entered into a Joint Operating Agreement.**

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DOVER (STRAFFORD CO.)			39,100 #						39,100			
FOSTER'S DEMOCRAT	E (M-SAT)	Z	#	22,717	58.10					22,717	29,977	28,650
KEENE (CHESHIRE CO.)			26,200 #						26,200			
SENTINEL	E (M-SAT)		#	15,271	58.29					15,271	16,518	16,403
LACONIA (BELKNAP CO.)			10,800			34,700			45,500			
CITIZEN	E (M-SAT)			5,597	51.82		5,398	15.56		10,995	11,335	11,477
LEBANON-HANOVER (GRAFTON CO.) (WHITE RIVER JUNCTION, VT P.O.)			12,700 #			16,400			29,100			
VALLEY NEWS	E (M-SAT)	Z	#	9,270	72.99		7,306	44.55		16,576	18,803	18,843
MANCHESTER (HILLSBOROUGH CO.)			59,000			118,500			177,500			
UNION LEADER	M (M-SAT)			31,322	53.09		21,497	18.14		52,819	72,590	71,761
NEWS	SUN			32,021	54.27		37,442	31.60		69,463	99,105	95,598
NASHUA (HILLSBOROUGH CO.)			42,100			31,700			73,800			
TELEGRAPH	E (M-SAT)	Z		23,713	56.33		5,172	16.32		28,885	30,012	30,254
TELEGRAPH	SUN	Z		25,099	59.62		5,919	18.67		31,018	32,527	32,275
PORTSMOUTH (ROCKINGHAM CO.)			15,100			31,200			46,300			
HERALD	E (M-SAT)	Z		7,653	50.68		6,397	20.50		14,050	15,630	12,855
HERALD	SUN	Z		7,554	50.03		6,669	21.38		14,223	16,170	13,191
NEW JERSEY												
ATLANTIC CITY (ATLANTIC CO.)			181,200 #						181,200			
PRESS	M (M-SAT)	Z	#	80,898	44.65					80,898	83,016	81,919
PRESS	SUN	Z	#	99,680	55.01					99,680	102,241	98,992
BERGEN CO. (HACKENSACK P.O.)			316,500 #						316,500			
RECORD	E (M-SAT)	Z,C	#	123,410	38.99					123,410	159,550	156,019
RECORD	SUN	Z,C	#	171,767	54.27					171,767	228,158	226,527
BRIDGETON (CUMBERLAND CO.)			18,600 #						18,600			
NEWS	E (M-SAT)	Z	#	9,155	49.22					9,155	10,915	12,137

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					RATIO			RATIO	TOTAL NDM OR		TOTAL CIRCULATION	
		SPECIAL	CZ OR NDM		CIRC/OH'S	RTZ OR NDM		CIRC/OH'S	CZ & RTZ		AS OF	AS OF
		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	9/30/90	9/30/89
BRIDGEWATER (SOMERSET CO.)			155,000 #						155,000			
COURIER NEWS	E (M-SAT)	Z	#	48,850	31.52					48,850	52,491	50,117
COURIER NEWS	SUN	Z	#	49,406	31.87					49,406	55,942	52,311
CAMDEN-CHERRY HILL (CAMDEN CO.)			293,500 #						293,500			
COURIER-POST	ALL DAY (M-F)		#	92,058	31.37					92,058	101,426 (b)	
COURIER-POST	E (M-SAT)		#									101,737
COURIER-POST	SUN		#	90,744	30.92					90,744	101,803	101,668
HIGHTSTOWN (MERCER CO.)												
RACING FORM	MON										36,618	41,296
RACING FORM	M (TU-F)										37,359	40,544
RACING FORM	SAT										65,450	69,926
RACING FORM	SUN										49,705	47,782
JERSEY CITY (HUDSON CO.)			194,300			166,400			360,700			
JOURNAL	E (M-SAT)			49,305	25.38		2,708	1.63		52,013	52,205	53,928
MORRISTOWN-PARSIPPANY (MORRIS CO.)			131,000 #						131,000			
RECORD	M (M-F)	Z	#	47,952	36.60					47,952	54,708	56,978
RECORD	SAT M	Z	#	43,618	33.30					43,618	50,049	52,943
RECORD	SUN	Z	#	52,892	40.38					52,892	62,660	66,205
NEPTUNE (MONMOUTH CO.)			377,400 #						377,400			
ASBURY PARK PRESS	E (M-SAT)	Z,C	#	156,502	41.47					156,502	159,629	150,590
ASBURY PARK PRESS	SUN	Z,C	#	222,906	59.06					222,906	228,140	219,436
NEW BRUNSWICK (MIDDLESEX CO.)			75,200			88,000			163,200			
CENTRAL HOME NEWS	M (M-SAT)	Z		29,440	39.15		15,547	17.67		44,987	53,011	53,771
CENTRAL HOME NEWS	SUN	Z		32,330	42.99		18,672	21.22		51,002	61,398	62,769
NEWARK (ESSEX CO.)			370,200			1,633,100			2,003,300			
STAR-LEDGER	M (M-F)	C		158,974	42.94		304,435	18.64		463,409	476,257	463,738
STAR-LEDGER	SAT M	C		137,054	37.02		279,603	17.12		416,657	428,969	421,520
STAR-LEDGER	SUN	C		192,485	51.99		468,964	28.72		661,449	693,183	674,968

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
NEWTON (SUSSEX CO.)			50,100 #						50,100			
HERALD	E (M-F)	Z	#	17,053	34.04					17,053	18,072	18,099
HERALD	SUN	Z	#	23,335	46.58					23,335	25,425	25,390
PASSAIC CO.-UNION CO.-HUDSON CO.-MORRIS CO.-BERGEN CO.			909,900 #						909,900			
NORTH JERSEY NWSPS.	ALL DAY (M-SAT) & M (M-SAT)		#								140,260	140,669
NORTH JERSEY NWSPS.	SUN		#								55,211	54,141
SALEM (SALEM CO.)			24,800 #						24,800			
TODAY'S SUNBEAM	M (M-SAT)		#	10,087	40.67					10,087	10,611	
TODAY'S SUNBEAM	SUN		#	9,534	38.44					9,534	10,034	
TRENTON (MERCER CO.)			99,500			175,700			275,200			
TIMES	M (M-SAT)	Z,C		43,839	44.06		27,767	15.80		71,606	77,863	77,014
TIMES	SUN	Z,C		50,985	51.24		33,888	19.29		84,873	91,668	90,725
TRENTONIAN	M (M-F)	Z		48,621	48.87		17,522	9.97		66,143	71,183	68,767
TRENTONIAN	SAT	Z		43,706	43.93		17,146	9.76		60,852	66,015	
TRENTONIAN	SUN	Z		43,830	44.05		15,089	8.59		58,919	63,860	64,671
VINELAND (CUMBERLAND CO.)			28,900			35,000			63,900			
JOURNAL	E (M-SAT)	Z		15,904	55.03		2,951	8.43		18,855	20,300	21,156
WILLINGBORO-BURLINGTON (BURLINGTON CO.)			42,700			81,900			124,600			
BURLINGTON COUNTY TIMES	E (M-F)	Z,C		20,871	48.88		18,715	22.85		39,586	39,868 *	41,419 *
BURLINGTON COUNTY TIMES	SUN	Z,C		23,207	54.35		21,984	26.84		45,191	45,657 *	45,908 *
WOODBRIDGE (MIDDLESEX CO.)			137,500 #						137,500			
NEWS TRIBUNE	M (M-F)	Z,C	#	45,599	33.16					45,599	51,800 * (b)	
NEWS TRIBUNE	E (M-F)	Z,C	#									51,724 *
NEWS TRIBUNE	SUN	Z,C	#	46,167	33.58					46,167	53,081 *	52,994 *
WOODBURY (GLOUCESTER CO.)			76,800 #						76,800			
GLOUCESTER COUNTY TIMES	E (M-F)	Z	#	27,093	35.28					27,093	29,357	29,439
GLOUCESTER COUNTY TIMES	SUN	Z	#	26,428	34.41					26,428	28,281	28,212

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NEW MEXICO												
ALAMOGORDO (OTERO CO.)			12,000			5,800			17,800			
NEWS	E (M-F)	Z		6,795	56.63		1,698	29.28		8,493	8,706	8,812
NEWS	SUN	Z		7,272	60.60		2,116	36.48		9,388	9,652	9,681
ALBUQUERQUE (BERNALILLO CO.)			385,500 #						385,500			
JOURNAL, TRIBUNE	CMB DLY	Z	#	154,201	40.00					154,201	161,148	157,803
JOURNAL	M (M-SAT)	Z	#	114,156	29.61					114,156	121,030	117,908
TRIBUNE	E (M-SAT)	Z	#	40,045	10.39					40,045	40,118	39,895
JOURNAL	SUN	Z	#	149,438	38.76					149,438	158,078	153,835
CARLSBAD (EDDY CO.)			10,800			2,100			12,900			
CURRENT-ARGUS	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CURRENT-ARGUS	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CLOVIS (CURRY CO.)			13,500			16,200			29,700			
NEWS-JOURNAL	E (M-F)			6,944	51.44		2,509	15.49		9,453	9,613	10,013
NEWS-JOURNAL	SUN			7,737	57.31		2,699	16.66		10,436	10,596	11,005
FARMINGTON (SAN JUAN CO.)			15,200			14,700			29,900			
TIMES	E (M-SAT)			7,577	49.85		7,197	48.96		14,774	15,392	15,801
TIMES	SUN			8,313	54.69		8,169	55.57		16,482	17,336	17,579
GALLUP (McKINLEY CO.)			8,000			29,000			37,000			
INDEPENDENT	E (M-SAT)			5,471	68.39		7,500	25.86		12,971	14,691	15,590
HOBBS (LEA CO.)			12,000			15,000			27,000			
NEWS-SUN	E (M-F)			8,643	72.03		2,377	15.85		11,020	11,107	10,582
NEWS-SUN	SUN			9,222	76.85		2,630	17.53		11,852	11,947	11,977
LAS CRUCES (DONA ANA CO.)			22,600			23,700			46,300			
SUN-NEWS	E (M-F)			10,868	48.09		5,984	25.25		16,852	18,668	17,627
SUN-NEWS	SAT M			9,662	42.75		5,698	24.04		15,360	17,181	15,826
SUN-NEWS	SUN			11,012	48.73		6,796	28.68		17,808	19,876	18,602
SANTA FE (SANTA FE CO.)			26,000 #			25,900			51,900			
NEW MEXICAN	M (M-SAT)	Z	#	16,920	65.08		3,531	13.63		20,451	21,704	19,833
NEW MEXICAN	SUN	Z	#	16,763	64.47		3,969	15.32		20,732	22,943	21,120

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NEW YORK												
ALBANY (ALBANY CO.)			77,600			213,400			291,000			
TIMES UNION	M (M-SAT)	Z,C		50,746	65.39		49,610	23.25		100,356	107,904	106,075
TIMES UNION	SUN	Z,C		53,436	68.86		95,065	44.55		148,501	173,944	167,149
AMSTERDAM (MONTGOMERY CO.)			48,300 #						48,300			
RECORDER	E (M-SAT)	Z	#	12,440	25.76					12,440	12,654	14,260
RECORDER	SUN	Z	#	12,296	25.46					12,296	12,516 (b)	
AUBURN (CAYUGA CO.)			11,600			23,500			35,100			
CITIZEN	E (M-F)			8,291	71.47		7,681	32.69		15,972	16,295 *	16,457 *
CITIZEN	SUN			8,401	72.42		8,240	35.06		16,641	16,990 *	17,044 *
BATAVIA (GENESEE CO.)			8,200 #			22,100			30,300			
NEWS	E (M-SAT)	Z	#	6,698	81.68		9,816	44.42		16,514	16,868	17,142
BINGHAMTON (BROOME CO.)			65,900 #			66,700			132,600			
PRESS & SUN-BULLETIN	M (M-SAT)	Z	#	46,711	70.88		22,592	33.87		69,303	71,402	70,531
PRESS & SUN-BULLETIN	SUN	Z	#	50,740	77.00		32,497	48.72		83,237	91,978	91,278
BUFFALO (ERIE CO.)			329,500 #			180,300			509,800			
NEWS	ALL DAY (M-F)	Z,C	#	247,687	75.17		50,487	28.00		298,174	308,714	312,246
NEWS	SAT M	Z,C	#	224,190	68.04		51,166	28.38		275,356	284,627	285,783
NEWS	SUN	Z,C	#	272,291	82.64		81,916	45.43		354,207	378,574	378,866
CANANDAIGUA (ONTARIO CO.)			4,800			22,900			27,700			
MESSENGER	E (M-F)	Z		3,426	71.38		10,436	45.57		13,862	14,161	13,731
CORNING (STEUBEN CO.)			9,900			21,100			31,000			
LEADER	M (M-SAT)	Z		7,653	77.30		6,449	30.56		14,102	15,689 (b)	
LEADER	E (M-SAT)	Z										16,432
LEADER	SUN	Z		6,672	67.39		6,000	28.44		12,672	14,335 (b)	
CORTLAND (CORTLAND CO.)			6,900			11,600			18,500			
STANDARD	E (M-SAT)			4,537	65.75		6,722	57.95		11,259	11,995 *	12,073 *

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DUNKIRK-FREDONIA												
(CHAUTAUQUA CO.)			9,300			10,200			19,500			
OBSERVER	E (M-SAT)			7,905	85.00		5,190	50.88		13,095	14,909	15,018
ELMIRA (CHEMUNG CO.)			64,100 #						64,100			
STAR-GAZETTE	M (M-SAT)	Z	#	30,597	47.73					30,597	35,445	35,437
STAR-GAZETTE	SUN	Z	#	40,911	63.82					40,911	51,037	51,608
GENEVA (ONTARIO CO.)			5,900			41,700			47,600			
FINGER LAKES TIMES	E (M-SAT)	Z		3,802	64.44		15,839	37.98		19,641	20,026	20,045
GLENS FALLS (WARREN CO.)			12,000			47,000			59,000			
POST-STAR	M (M-SAT)	Z		10,850	90.42		24,525	52.18		35,375	36,655	36,688
POST-STAR	SUN	Z		10,651	88.76		24,793	52.75		35,444	36,716	36,586
GLOVERSVILLE-JOHNSTOWN												
(FULTON CO.)			13,400			17,800			31,200			
LEADER-HERALD	E (M-SAT)	Z		8,833	65.92		5,058	28.42		13,891	14,174	14,129
HERKIMER (HERKIMER CO.)			7,900			11,100			19,000			
TELEGRAM	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HUDSON (COLUMBIA CO.)			5,100			18,700			23,800			
REGISTER-STAR	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER-STAR	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ITHACA (TOMPKINS CO.)			14,200			17,700			31,900			
JOURNAL	E (M-SAT)			9,337	65.75		7,585	42.85		16,922	20,055 *	20,568
JAMESTOWN (CHAUTAUQUA CO.)			18,700			34,600			53,300			
POST-JOURNAL	E (M-SAT)			15,768	84.32		10,975	31.72		26,743	27,246 *	28,070 *
LOCKPORT (NIAGARA CO.)			10,300			13,700			24,000			
UNION-SUN & JOURNAL	E (M-SAT)	Z		7,519	73.00		10,172	74.25		17,691	18,341	1[illegible]77
LONG ISLAND (SUFFOLK CO.)												
(MELVILLE P.O.)			881,400 #						881,400			
NEWSDAY	ALL DAY (M-F)	C	#	492,468	55.87					492,468	714,128	700,174
NEWSDAY	SAT	C	#	461,459	52.36					461,459	623,261	602,119
NEWSDAY	SUN	C	#	562,588	63.83					562,588	713,170	703,424

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MEDINA (ORLEANS CO.)			6,200 #						6,200			
JOURNAL-REGISTER	E (M-F)	Z	#	3,461	55.82					3,461	5,219	5,045
MIDDLETOWN (ORANGE CO.)			17,500			115,000			132,500			
TIMES HERALD-RECORD	M (M-SAT)	Z		12,905	73.74		64,191	55.82		77,096	85,607	84,758
RECORD	SUN	Z		14,191	81.09		76,248	66.30		90,439	101,097	98,750
NEW YORK CITY (NEW YORK CO.)												
AMERICAN BANKER	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AMERICAN METAL MARKET	M (M-F)										11,873	11,821
JOURNAL OF COMMERCE & COMMERCIAL	M (M-F)										23,270	23,479
LAW JOURNAL	M (M-F)										15,415	15,027
NEW YORK CITY (NEW YORK CO.)			7,534,700 #						7,534,700			
NEWS	M (M-F)	C	#	1,046,562	13.89					1,046,562	1,097,693	1,194,237
NEWS	SAT M	C	#	795,121	10.55					795,121	855,704	882,139
NEWS	SUN	C	#	1,301,081	17.27					1,301,081	1,401,403	1,422,861
POST	M (M-F)		#	460,303	6.11					460,303	510,219	507,568
POST	SAT M		#	311,061	4.13					311,061	357,515	381,619
TIMES	M (M-F)	C	#	719,378	9.55					719,378	1,108,447	1,068,217
TIMES	SAT M	C	#	590,642	7.84					590,642	907,050	850,658
TIMES	SUN	C	#	1,079,434	14.33					1,079.434	1,686,974	1,628,056
WALL STREET JOURNAL-EASTERN EDITION	M (M-F)										768,288	757,483
WALL STREET JOURNAL-NATIONAL EDITION	M (M-F)										1,857,131	1,835,713
WOMEN'S WEAR DAILY	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEW YORK CITY (NEW YORK CO.)			3,213,900			3,385,300			6,599,200			
EL DIARIO LA PRENSA	M (M-F)			47,555	1.48		8,991	0.27		56,546	57,099	
EL DIARIO LA PRENSA	SUN			29,194	0.91		7,047	0.21		36,241	36,711	
NEW YORK CITY (RICHMOND CO., NY-ESSEX CO.-HUDSON CO., NJ)			2,138,800 #						2,138,800			
UNYT:NEW YORK ADI	M (M-F) & E (M-SAT)		#								604,468	593,088
UNYT:NEW YORK ADI	SAT		#								428,969	494,826
UNYT:NEW YORK ADI	SUN		#								782,733	762,912

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
NEWBURGH-BEACON (ORANGE CO.) - BEACON (DUTCHESS CO.)			21,300			77,700			99,000			
NEWS	E (M-SAT)	Z		6,825	32.04		2,102	2.71		8,927	9,049	10,021
NEWS	SUN	Z		6,769	31.78		2,135	2.75		8,904	9,027	10,017
NIAGARA FALLS (NIAGARA CO.)			33,100			13,700			46,800			
GAZETTE	M (M-SAT)	Z		20,400	61.63		3,738	27.28		24,138	26,406	26,889
GAZETTE	SUN	Z		21,406	64.67		4,426	32.31		25,832	28,796	29,455
NORWICH (CHENANGO CO.)			3,300			18,200			21,500			
SUN	E (M-F)	Z		2,057	62.33		3,870	21.26		5,927	6,094	6,248
OLEAN (CATTARAUGUS CO.)			9,000			40,400			49,400			
TIMES-HERALD	E (M-SAT)	Z		8,140	90.44		14,492	35.87		22,632	24,882	24,689
TIMES-HERALD	SUN	Z		7,353	81.70		13,636	33.75		20,989	23,101	22,366
ONEONTA (OTSEGO CO.)			5,000			31,000			36,000			
STAR	M (M-SAT)	Z		3,727	74.54		13,823	44.59		17,550	19,847	19,950
OSWEGO (OSWEGO CO.)			7,200			19,600			26,800			
PALLADIUM-TIMES	E (M-SAT)	Z		5,419	75.26		4,629	23.62		10,048	10,405	9,882
PLATTSBURGH (CLINTON CO.)			11,700			17,500			29,200			
PRESS REPUBLICAN	M (M-SAT)	Z		9,398	80.32		8,400	48.00		17,798	23,931	23,629
PRESS REPUBLICAN	SUN	Z		9,358	79.98		8,588	49.07		17,946	24,393	23,967
POUGHKEEPSIE (DUTCHESS CO.)			91,600 #			18,100			109,700			
JOURNAL	M (M-SAT)		#	42,450	46.34		2,612	14.43		45,062	46,234	44,602
JOURNAL	SUN		#	53,876	58.82		4,030	22.27		57,906	61,165	61,569
ROCHESTER (MONROE CO.)			239,400			175,400			414,800			
DEMOCRAT & CHRONICLE, TIMES-UNION	CMB DLY			163,566	68.32		50,157	28.60		213,723	217,258 *	216,348 *
DEMOCRAT & CHRONICLE	M (M-F)			93,443	39.03		35,876	20.45		129,319	132,603 *	129,394 *
TIMES-UNION	E (M-F)			70,123	29.29		14,281	8.14		84,404	84,655 *	86,954 *
DEMOCRAT & CHRONICLE	SAT M			143,684	60.02		56,829	32.40		200,513	204,461 *	204,225 *
DEMOCRAT & CHRONICLE	SUN			167,628	70.02		83,767	47.76		251,395	260,322 *	255,089 *
ROME (ONEIDA CO.)			15,700			24,000			39,700			
SENTINEL	E (M-SAT)			11,713	74.61		5,912	24.63		17,625	18,319	18,542

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SARATOGA SPRINGS (SARATOGA CO.)			9,400			45,500			54,900			
SARATOGIAN	M (M-SAT)	Z		6,217	66.14		5,978	13.14		12,195	12,777 *	13,018 *
SARATOGIAN	SUN	Z		7,005	74.52		7,210	15.85		14,215	15,437 *	15,920 *
SCHENECTADY (SCHENECTADY CO.)			55,000			49,000			104,000			
GAZETTE	M (M-SAT)	Z		33,305	60.55		19,037	38.85		52,342	68,470	69,967
STATEN ISLAND (RICHMOND CO.)			132,300						132,300			
ADVANCE	E (M-SAT)			75,465	57.04					75,465	76,006	75,050
ADVANCE	SUN			88,937	67.22					88,937	89,550	87,944
SYRACUSE (ONONDAGA CO.)			145,600			146,500			292,100			
POST-STANDARD, HERALD-JOURNAL	CMB DLY	Z,C		116,443	79.97		57,300	39.11		173,743	182,634	177,030
POST-STANDARD	M (M-SAT)	Z,C		51,694	35.50		29,311	20.01		81,005	89,185	83,932
HERALD-JOURNAL	E (M-SAT)	Z,C		64,749	44.47		27,989	19.11		92,738	93,449	93,098
HERALD-AMERICAN	SUN	Z,C		108,131	74.27		87,272	59.57		195,403	226,078	224,813
TONAWANDA (ERIE CO.)-NORTH TONAWANDA (NIAGARA CO.)			20,400			39,100			59,500			
NEWS	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TROY (RENSSELAER CO.)			41,800			57,100			98,900			
RECORD	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORD	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
UTICA (ONEIDA CO.)			42,200			82,900			125,100			
OBSERVER-DISPATCH	M (M-SAT)	Z		34,972	82.87		20,138	24.29		55,110	56,816	55,671
OBSERVER-DISPATCH	SUN	Z		35,251	83.53		26,377	31.82		61,628	67,998	66,318
WATERTOWN (JEFFERSON CO.)			16,300			71,300			87,600			
TIMES	E (M-SAT)	Z		9,869	60.55		30,213	42.37		40,082	41,828	41,910
TIMES	SUN	Z		9,687	59.43		32,283	45.28		41,970	44,091	42,061
WESTCHESTER CO.-ROCKLAND CO.-PUTNAM CO.,NY-FAIRFIELD CO.,CT			444,600 #						444,600			
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	E (M-SAT)		#								165,059	164,702
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN		#								193,858	187,427

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WESTCHESTER CO.-ROCKLAND CO.-PUTNAM CO.-DUTCHESS CO.-ULSTER CO., NY-FAIRFIELD CO., CT			554,300 #						554,300			
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	M (M-SAT) & E (M-SAT)		#								211,293	209,304
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN		#								255,023	248,996
NORTH CAROLINA												
ASHEBORO (RANDOLPH CO.)			32,700 #						32,700			
COURIER-TRIBUNE	E (M-F)	Z	#	15,133	46.28					15,133	17,601	18,462
COURIER-TRIBUNE	SUN	Z	#	16,019	48.99					16,019	18,662	19,468
ASHEVILLE (BUNCOMBE CO.)			38,500			173,500			212,000			
CITIZEN, TIMES	CMB DLY			20,319	52.78		40,003	23.06		60,322	61,350	62,863
CITIZEN	M (M-F)			15,354	39.88		36,208	20.87		51,562	52,533	52,371
TIMES	E (M-F)			4,965	12.90		3,795	2.19		8,760	8,817	10,492
CITIZEN & TIMES	SAT M			21,057	54.69		43,030	24.80		64,087	65,187	64,728
CITIZEN-TIMES	SUN			21,026	54.61		49,590	28.58		70,616	72,769	73,859
BURLINGTON (ALAMANCE CO.)			23,800			21,900			45,700			
TIMES-NEWS	E (M-F)	Z		15,960	67.06		13,942	63.66		29,902	30,083	30,112
TIMES-NEWS	SAT M	Z		15,795	66.37		13,919	63.56		29,714	29,893	29,860
TIMES-NEWS	SUN	Z		16,970	71.30		14,718	67.21		31,688	31,869	31,918
CHARLOTTE (MECKLENBURG CO.)			192,600			427,200			619,800			
OBSERVER	M (M-SAT)	C		121,530	63.10		85,103	19.92		206,633	236,802	236,496
OBSERVER	SUN	C		143,071	74.28		112,307	26.29		255,378	298,749	295,811
CLINTON (SAMPSON CO.)			19,100 #						19,100			
SAMPSON INDEPENDENT	E (M-F)		#	7,672	40.17					7,672	7,868 *	8,029
SAMPSON INDEPENDENT	SUN		#	8,298	43.45					8,298	8,494 *	8,517

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CONCORD (CABARRUS CO.)			17,700			37,300			55,000			
TRIBUNE	E (M-F)			9,548	53.94		3,159	8.47		12,707	12,836	12,641
TRIBUNE	SUN			10,225	57.77		3,635	9.75		13,860	14,000	13,774
DURHAM (DURHAM CO.)			55,300			161,300			216,600			
HERALD, SUN	CMB DLY			31,994	57.86		28,949	17.95		60,943	62,833	66,843
HERALD	M (M-SAT)			20,736	37.50		24,239	15.03		44,975	46,563	47,785
SUN	E (M-SAT)			11,258	20.36		4,710	2.92		15,968	16,270	19,058
HERALD	SUN			30,321	54.83		31,347	19.43		61,668	63,369	64,751
ELIZABETH CITY (PASQUOTANK CO.)			6,100			30,200			36,300			
ADVANCE	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ADVANCE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FAYETTEVILLE (CUMBERLAND CO.)			69,600			138,000			207,600			
TIMES, OBSERVER	CMB DLY	C		40,139	57.67		31,338	22.71		71,477	72,403	71,169
TIMES	M (M-F)	C		14,399	20.69		21,320	15.45		35,719	36,557	28,209
OBSERVER	E (M-F)	C		25,740	36.98		10,018	7.26		35,758	35,846	42,960
OBSERVER/TIMES	SAT M	C		41,780	60.03		34,157	24.75		75,937	76,957	74,973
OBSERVER/TIMES	SUN	C		41,147	59.12		35,634	25.82		76,781	78,038	76,069
GASTONIA (GASTON CO.)			46,600			43,200			89,800			
GAZETTE	M (M-SAT)	Z		28,871	61.95		10,285	23.81		39,156	40,691	40,400
GAZETTE	SUN	Z		31,540	67.68		11,280	26.11		42,820	44,699	43,595
GOLDSBORO (WAYNE CO.)			14,200			34,900			49,100			
NEWS-ARGUS	E (M-F)	Z		7,793	54.88		14,475	41.48		22,268	22,462	22,749
NEWS-ARGUS	SUN	Z		8,351	58.81		16,421	47.05		24,772	25,013	25,152
GREENSBORO (GUILFORD CO.)			106,100 #			314,100			420,200			
NEWS & RECORD	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS & RECORD	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GREENVILLE (PITT CO.)			15,400			37,200			52,600			
REFLECTOR	E (M-F)			9,343	60.67		8,797	23.65		18,140	18,812	18,234
REFLECTOR	SUN			10,637	69.07		9,956	26.76		20,593	21,404	20,669
HENDERSON (VANCE CO.)			8,000			17,600			25,600			
DISPATCH	E (M-SAT)			4,667	58.34		5,732	32.57		10,399	10,676	9,751

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
HENDERSONVILLE (HENDERSON CO.)			4,100			25,800			29,900			
TIMES-NEWS	M (M-SAT)	Z,C		2,825	68.90		15,399	59.69		18,224	21,145	20,883
TIMES-NEWS	SUN	Z,C		2,744	66.93		15,405	59.71		18,149	21,084	20,804
HICKORY (CATAWBA CO.)			23,900			79,900			103,800			
RECORD	E (M-SAT)	Z		9,611	40.21		15,779	19.75		25,390	25,652	26,034
HIGH POINT (GUILFORD CO.)			34,700			39,900			74,600			
ENTERPRISE	E (M-SAT)			22,831	65.80		7,922	19.85		30,753	30,993	31,942
ENTERPRISE	SUN			23,364	67.33		8,789	22.03		32,153	32,423	32,883
JACKSONVILLE (ONSLOW CO.)			17,100			22,000			39,100			
NEWS	E (M-SAT)			9,273	54.23		11,984	54.47		21,257	22,322	22,773
NEWS	SUN			9,719	56.84		12,611	57.32		22,330	23,501	23,493
KANNAPOLIS (CABARRUS CO.)			14,000			37,100			51,100			
INDEPENDENT	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INDEPENDENT	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
KINSTON (LENOIR CO.)			9,500			34,800			44,300			
FREE PRESS	E (M-F)	Z		6,738	70.93		7,008	20.14		13,746	14,166	14,243
FREE PRESS	SUN	Z		7,139	75.15		7,712	22.16		14,851	15,270	14,951
LENOIR (CALDWELL CO.)			7,200			15,900			23,100			
NEWS-TOPIC	E (M-SAT)	Z		4,465	62.01		8,323	52.35		12,788	12,922 *	13,054 *
LEXINGTON (DAVIDSON CO.)			6,800			17,900			24,700			
DISPATCH	E (M-SAT)			4,688	68.94		8,386	46.85		13,074	14,470	14,858
LUMBERTON (ROBESON CO.)			7,600			33,900			41,500			
ROBESONIAN	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ROBESONIAN	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MONROE (UNION CO.)			7,700			22,000			29,700			
ENQUIRER-JOURNAL	E (M-F)	Z		4,843	62.90		8,003	36.38		12,846	13,798	13,128
ENQUIRER-JOURNAL	SUN	Z		5,271	68.45		8,437	38.35		13,708	14,692	14,163
MORGANTON (BURKE CO.)			6,300			23,600			29,900			
NEWS HERALD	E (M-F)	Z		3,400	53.97		8,418	35.67		11,818	11,963	11,795
NEWS HERALD	SUN	Z		3,185	50.56		8,268	35.03		11,453	11,598	11,343

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NEW BERN (CRAVEN CO.)			37,400 #						37,400			
SUN JOURNAL	E (M-F)		#	16,134	43.14					16,134	16,401 (b)	
SUN JOURNAL	E (M-SAT)		#									15,925
SUN JOURNAL	SUN		#	15,928	42.59					15,928	16,218 (b)	
RALEIGH (WAKE CO.)			76,800			269,600			346,400			
NEWS & OBSERVER	M (M-SAT)	Z,C		49,706	64.72		61,281	22.73		110,987	150,267 (b)	
NEWS & OBSERVER, TIMES	CMB DLY	Z,C										162,556
NEWS & OBSERVER	M (M-SAT)	Z,C										141,800
NEWS & OBSERVER	E (M-F)	Z,C										20,756
NEWS & OBSERVER	SUN	Z,C		56,171	73.14		78,767	29.22		134,938	184,226	186,881
ROANOKE RAPIDS (HALIFAX CO.)			6,400			14,500			20,900			
HERALD	E (M-F)			4,289	67.02		6,877	47.43		11,166	12,627	12,180
HERALD	SUN			4,965	77.58		6,955	47.97		11,920	13,386	12,835
ROCKINGHAM (RICHMOND CO.)			6,500			11,500			18,000			
RICHMOND COUNTY JOURNAL	E (M-F)			2,671	41.09		6,048	52.59		8,719	9,044	9,124
RICHMOND COUNTY JOURNAL	SUN			2,218	34.12		5,477	47.63		7,695	8,024	
ROCKY MOUNT (EDGECOMBE CO.)			18,400			27,300			45,700			
TELEGRAM	E (M,TU, TH & F)	Z		9,828	53.41		6,478	23.73		16,306	16,716	15,295
TELEGRAM	E (WED)	Z		11,051	60.06		6,943	25.43		17,994	18,460	17,272
TELEGRAM	SAT M	Z		9,462	51.42		6,203	22.72		15,665	16,047	15,295
TELEGRAM	SUN	Z		10,636	57.80		6,957	25.48		17,593	18,122	16,749
SALISBURY-SPENCER-EAST SPENCER (ROWAN CO.)			13,500			109,400			122,900			
POST	E (M-SAT)			9,472	70.16		15,639	14.30		25,111	25,437	25,436
POST	SUN			9,423	69.80		15,906	14.54		25,329	25,701	25,542
SANFORD (LEE CO.)			7,900			40,400			48,300			
HERALD	E (M-SAT)	Z		4,332	54.84		9,224	22.83		13,556	13,753	13,707
SHELBY (CLEVELAND CO.)			12,400			30,800			43,200			
STAR	E (M-SAT)			8,543	68.90		9,701	31.50		18,244	18,581	18,810

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
STATESVILLE (IREDELL CO.)			26,600 #						26,600			
RECORD & LANDMARK	E (M-F)	Z	#	15,014	56.44					15,014	17,154	17,034
RECORD & LANDMARK	SUN	Z	#	15,188	57.10					15,188	17,386	17,069
THOMASVILLE (DAVIDSON CO.)			10,300			26,100			36,400			
TIMES	M (M-SAT)			5,976	58.02		2,062	7.90		8,038	8,371	
WASHINGTON (BEAUFORT CO.)			4,500			29,000			33,500			
NEWS	E (M-SAT)	Z		2,838	63.07		7,478	25.79		10,316	11,028 *	10,539 *
NEWS	SUN	Z		2,624	58.31		7,528	25.96		10,152	10,865 * (b)	
WILMINGTON (NEW HANOVER CO.)			47,300			69,700			117,000			
STAR	M (M-SAT)	Z		30,371	64.21		19,878	28.52		50,249	50,945	50,489
STAR-NEWS	SUN	Z		34,610	73.17		23,835	34.20		58,445	59,932	58,743
WILSON (WILSON CO.)			14,200			25,000			39,200			
TIMES	E (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WINSTON-SALEM (FORSYTH CO.)			77,800			208,100			285,900			
JOURNAL	M (M-SAT)	Z		50,164	64.48		42,754	20.54		92,918	95,315	94,879
JOURNAL	SUN	Z		50,876	65.39		53,307	25.62		104,183	107,331	106,852
NORTH DAKOTA												
BISMARCK (BURLEIGH CO.)			24,400			40,400			64,800			
TRIBUNE	M (M-SAT)	Z		18,322	75.09		10,752	26.61		29,074	31,302	30,474
TRIBUNE	SUN	Z		18,685	76.58		10,761	26.64		29,446	31,710	30,782
DICKINSON (STARK CO.)			5,500			9,400			14,900			
PRESS	M (TU-SAT)	Z		4,108	74.69		2,718	28.91		6,826	7,215	7,385
PRESS	SUN	Z		4,579	83.25		2,750	29.26		7,329	7,723	7,877
FARGO (CASS CO.), ND-MOORHEAD (CLAY CO.), MN			44,600			46,100			90,700			
FORUM	M (M-SAT)	Z		25,381	56.91		19,978	43.34		45,359	55,245	54,726
FORUM	SUN	Z		32,617	73.13		23,481	50.93		56,098	68,987	67,451

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
GRAND FORKS (GRAND FORKS CO.), ND-EAST GRAND FORKS (POLK CO.), MN			21,700			57,000			78,700			
HERALD	M (M-SAT)	Z		15,126	69.71		20,696	36.31		35,822	38,229	38,282
HERALD	SUN	Z		16,236	74.82		21,673	38.02		37,909	40,575	40,063
MINOT (WARD CO.)			12,600 #			28,900			41,500			
NEWS	E (M-SAT)	Z	#	10,465	83.06		12,460	43.11		22,925	26,345	26,085
NEWS	SUN	Z	#	10,307	81.80		12,286	42.51		22,593	25,796	25,507
OHIO												
AKRON (SUMMIT CO.)			196,600			138,200			334,800			
BEACON JOURNAL	M (M-SAT)	Z,C		115,829	58.92		25,864	18.71		141,693	154,134	153,550
BEACON JOURNAL	SUN	Z,C		154,713	78.69		43,811	31.70		198,524	222,899	221,939
ALLIANCE (STARK CO.)			12,900			18,200			31,100			
REVIEW	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ASHLAND (ASHLAND CO.)			9,200			9,900			19,100			
TIMES-GAZETTE	E (M-SAT)	Z		7,094	77.11		4,561	46.07		11,655	12,193	12,264
ASHTABULA (ASHTABULA CO.)			12,900			18,900			31,800			
STAR-BEACON	E (M-SAT)	Z		8,691	67.37		9,437	49.93		18,128	19,264	19,048
SUNDAY PAPER	SUN	Z		7,965	61.74		9,605	50.82		17,570	30,239	30,034
ATHENS (ATHENS CO.)			8,600			14,800			23,400			
MESSENGER	E (M-F)	Z		4,094	47.60		6,741	45.55		10,835	13,523	12,650
MESSENGER	SUN	Z		5,086	59.14		8,090	54.66		13,176	16,579	15,638
BELLEFONTAINE (LOGAN CO.)			5,000			11,200			16,200			
EXAMINER	E (M-SAT)	Z		3,291	65.82		7,169	64.01		10,460	10,971 *	11,077 *
BELMONT CO. (MARTINS FERRY P.O.)			33,500 #						33,500			
TIMES LEADER	E (M-F)	Z	#	19,320	57.67					19,320	21,234	20,942
TIMES LEADER	SUN	Z	#	20,832	62.19					20,832	23,261	22,742

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BOWLING GREEN (WOOD CO.)			7,300			29,000			36,300			
SENTINEL-TRIBUNE	E (M-SAT)	Z		4,326	59.26		9,211	31.76		13,537	14,244	14,473
BRYAN (WILLIAMS CO.)			3,600			11,900			15,500			
TIMES	E (M-SAT)			3,153	87.58		7,389	62.09		10,542	11,018 *	10,917 *
BUCYRUS (CRAWFORD CO.)			5,500			15,600			21,100			
TELEGRAPH-FORUM	E (M-SAT)	Z		4,399	79.98		2,946	18.88		7,345	7,692	7,637
CAMBRIDGE (GUERNSEY CO.)			8,900			25,100			34,000			
JEFFERSONIAN	E (M-SAT)	Z		6,247	70.19		6,730	26.81		12,977	13,458 *	13,503 *
CANTON (STARK CO.)			76,000			102,600			178,600			
REPOSITORY	E (M-SAT)			39,631	52.15		18,989	18.51		58,620	59,198	57,280
REPOSITORY	SUN			48,118	63.31		29,009	28.27		77,127	78,089	75,822
CHARDON (GEAUGA CO.)			2,000			24,500			26,500			
TIMES LEADER	M (M-SAT)	Z		1,147	57.35		7,140	29.14		8,287	8,518 (b)	
TIMES LEADER	E (M-SAT)	Z										8,189
CHILLICOTHE (ROSS CO.)			12,200			24,300			36,500			
GAZETTE	E (M-SAT)			7,849	64.34		7,461	30.70		15,310	15,733	15,403
CINCINNATI (HAMILTON CO.)			416,100			315,400			731,500			
ENQUIRER	M (M-SAT)	C		139,699	33.57		53,705	17.03		193,404	199,012	196,290
ENQUIRER	SUN	C		230,520	55.40		101,473	32.17		331,993	342,076	337,653
POST	E (M-SAT)	C		75,453	18.13		27,536	8.73		102,989	104,264	107,378
CLEVELAND (CUYAHOGA CO.)			573,800			304,500			878,300			
PLAIN DEALER	M (M-F)	Z,C		319,738	55.72		69,430	22.80		389,168	428,012	433,615
PLAIN DEALER	SUN	Z,C		420,047	73.20		100,045	32.86		520,092	560,871	562,585
COLUMBUS (FRANKLIN CO.)			381,680			205,200			586,880			
DISPATCH	M (M-SAT)	Z,C		190,184	49.83		44,737	21.80		234,921	250,572	252,206
DISPATCH	SUN	Z,C		262,741	68.84		85,196	41.52		347,937	389,319	383,144
CONNEAUT (ASHTABULA CO.)			5,200			700			5,900			
NEWS-HERALD	E (M-SAT)	Z		3,591	69.06		200	28.57		3,791	4,131	4,125

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
COSHOCTON (COSHOCTON CO.)			6,500			16,100			22,600			
TRIBUNE	E (M-SAT)			4,159	63.98		3,589	22.29		7,748	7,958 *	7,738
TRIBUNE	SUN			4,333	66.66		3,722	23.12		8,055	8,265 *	7,996
DAYTON (MONTGOMERY CO.)			177,400			193,500			370,900			
NEWS	M (M-SAT)	Z,C		106,279	59.91		69,511	35.92		175,790	183,633	178,615
NEWS	SUN	Z,C		123,646	69.70		92,924	48.02		216,570	230,918	228,109
DEFIANCE (DEFIANCE CO.)			6,800			27,400			34,200			
CRESCENT-NEWS	E (M-SAT)	Z		5,853	86.07		10,234	37.35		16,087	16,746 *	16,528 *
EAST LIVERPOOL (COLUMBIANA CO.)			15,200			24,000			39,200			
REVIEW	E (M-SAT)	Z		9,611	63.23		2,828	11.78		12,439	12,571	12,825
ELYRIA (LORAIN CO.)			48,900 #						48,900			
CHRONICLE-TELEGRAM	E (M-SAT)	Z	#	28,386	58.05					28,386	36,781	35,829
CHRONICLE-TELEGRAM	SUN	Z	#	30,123	61.60					30,123	38,697	37,653
FINDLAY (HANCOCK CO.)			15,000			31,000			46,000			
COURIER	M (M-SAT)	Z		11,712	78.08		11,413	36.82		23 125	25,200	25,203
FREMONT (SANDUSKY CO.)			8,800			13,300			22,100			
NEWS-MESSENGER	E (M-SAT)			6,979	79.31		6,103	45.89		13,082	13,747	13,641
GREENVILLE (DARKE CO.)			5,500			16,800			22,300			
ADVOCATE	E (M-SAT)			3,264	59.35		5,003	29.78		8,267	8,501	8,408
HAMILTON (BUTLER CO.)			49,100			15,800			64,900			
JOURNAL NEWS	E (M-SAT)	Z		22,234	45.28		4,771	30.20		27,005	27,390	27,653
JOURNAL NEWS	SUN	Z		23,455	47.77		5,049	31.96		28,504	28,866	29,201
IRONTON (LAWRENCE CO.)			6,600			24,600			31,200			
TRIBUNE	E (TU-F)	Z		4,367	66.17		3,533	14.36		7,900	8,139	8,426
TRIBUNE	SUN	Z		4,718	71.48		3,695	15.02		8,413	8,703	8,966
KENT-RAVENNA (PORTAGE CO.)			21,000			30,100			51,100			
RECORD-COURIER	E (M-F)	Z		10,304	49.07		10,751	35.72		21,055	22,066	22,276
RECORD-COURIER	SUN	Z		10,500	50.00		11,223	37.29		21,723	22,809	22,856

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAKE CO. (WILLOUGHBY P.O.)			79,600 #						79,600			
NEWS-HERALD	E (M-SAT)	Z	#	47,271	59.39					47,271	57,119	54,878
NEWS-HERALD	SUN	Z	#	53,646	67.39					53,646	65,030	63,242
LANCASTER (FAIRFIELD CO.)			13,900			26,700			40,600			
EAGLE-GAZETTE	E (M-SAT)	Z		9,488	68.26		7,435	27.85		16,923	17,337	17,112
EAGLE-GAZETTE	SUN	Z		9,321	67.06		7,421	27.79		16,742	17,177	16,692
LIMA (ALLEN CO.)			31,200			83,800			115,000			
NEWS	E (M-F)	Z		22,158	71.02		15,777	18.83		37,935	38,283 (b)	
NEWS	SAT M	Z		24,647	79.00		19,983	23.85		44,630	45,008 (b)	
NEWS	E (M-SAT)	Z										38,937
NEWS	SUN	Z		23,607	75.66		25,840	30.84		49,447	50,329	49,577
LORAIN (LORAIN CO.)			52,900 #						52,900			
JOURNAL	E (M-SAT)	Z	#	33,026	62.43					33,026	40,850	41,001
JOURNAL	SUN	Z	#	34,274	64.79					34,274	45,470	45,242
MANSFIELD (RICHLAND CO.)			33,500			39,800			73,300			
NEWS JOURNAL	E (M-SAT)	Z		22,468	67.07		14,989	37.66		37,457	39,980	38,450
NEWS JOURNAL	SUN	Z		23,697	70.74		23,117	58.08		46,814	54,580	53,125
MARIETTA (WASHINGTON CO.)			7,700			20,600			28,300			
TIMES	E (M-SAT)	Z		5,222	67.82		7,297	35.42		12,519	13,250	13,418
MARION (MARION CO.)			16,400			16,800			33,200			
STAR	E (M-SAT)	Z		11,477	69.98		7,103	42.28		18,580	18,943	18,423
STAR	SUN	Z		11,586	70.65		7,215	42.95		18,801	19,172	18,652
MASSILLON (STARK CO.)			12,800			34,600			47,400			
INDEPENDENT	E (M-SAT)			7,101	55.48		6,610	19.10		13,711	14,043	14,443
MEDINA (MEDINA CO.)			18,300			15,300			33,600			
MEDINA COUNTY GAZETTE	M (M-SAT)	Z		10,228	55.89		4,282	27.99		14,510	16,027	15,770
MIDDLETOWN (BUTLER CO.)			35,600			18,500			54,100			
JOURNAL	E (M-SAT)	Z		18,644	52.37		2,423	13.10		21,067	21,472	22,013
JOURNAL	SUN	Z		20,249	56.88		2,684	14.51		22,933	23,390	23,538
MOUNT VERNON (KNOX CO.)			6,600			14,000			20,600			
NEWS	E (M-SAT)	Z		4,871	73.80		4,985	35.61		9,856	10,322 •	10,811 •

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# NEWSPAPER DESIGNATED MARKET
• AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NEWARK (LICKING CO.)			21,200 #			26,900			48,100			
ADVOCATE	E (M-SAT)	Z	#	14,605	68.89		7,455	27.71		22,060	22,445	21,567
ADVOCATE	SUN	Z	#	14,711	69.39		7,732	28.74		22,443	22,859	21,780
NEW PHILADELPHIA-DOVER (TUSCARAWAS CO.)			16,200			21,000			37,200			
TIMES-REPORTER	E (M-SAT)	Z		11,035	68.12		12,812	61.01		23,847	27,004	27,487
TIMES-REPORTER	SUN	Z		11,408	70.42		13,738	65.42		25,146	29,188	29,121
NORWALK (HURON CO.)			6,000			17,700			23,700			
REFLECTOR	E (M-SAT)	Z		4,264	71.07		4,942	27.92		9,206	9,481	9,604
PIQUA (MIAMI CO.)			8,900			23,600			32,500			
CALL	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PORT CLINTON (OTTAWA CO.)			2,900			8,700			11,600			
NEWS HERALD	E (M-SAT)			2,298	79.24		3,647	41.92		5,945	6,460	6,272
PORTSMOUTH (SCIOTO CO.)			15,800			43,000			58,800			
TIMES	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SALEM (COLUMBIANA CO.)			7,000			22,500			29,500			
NEWS	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SANDUSKY (ERIE CO.)			20,100			30,500			50,600			
REGISTER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SIDNEY (SHELBY CO.)			7,300			8,100			15,400			
NEWS	E (M-SAT)	Z		5,853	80.18		5,598	69.11		11,451	13,547	13,391
SPRINGFIELD (CLARK CO.)			37,000			43,500			80,500			
NEWS-SUN	M (M-SAT)			23,512	63.55		12,642	29.06		36,154	36,793	36,796
NEWS-SUN	SUN			26,591	71.87		17,891	41.13		44,482	45,705	44,671
STEUBENVILLE (JEFFERSON CO.)			12,800			32,000			44,800			
HERALD-STAR	E (M-SAT)			10,400	81.25		9,518	29.74		19,918	21,057	21,081
HERALD-STAR	SUN			10,198	79.67		9,583	29.95		19,781	21,446	20,800

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
TIFFIN (SENECA CO.)			9,800			8,000			17,800			
ADVERTISER-TRIBUNE	E (M-SAT)	Z		6,940	70.82		3,578	44.73		10,518	10,954	11,234
ADVERTISER-TRIBUNE	SUN	Z		6,977	71.19		3,606	45.08		10,583	11,073	11,398
TOLEDO (LUCAS CO.)			194,700			271,700			466,400			
BLADE	E (M-SAT)	Z,C		119,855	61.56		31,666	11.65		151,521	153,023	155,579
BLADE	SUN	Z,C		146,365	75.17		66,731	24.56		213,096	215,463	220,416
TROY (MIAMI CO.)			8,400			27,400			35,800			
NEWS	E (M-SAT)	Z		5,275	62.80		6,067	22.14		11,342	11,525	11,431
MIAMI VALLEY NEWS	SUN	Z		5,413	64.44		7,737	28.24		13,150	13,335	13,309
WARREN (TRUMBULL CO.)			24,200			55,400			79,600			
TRIBUNE CHRONICLE	E (M-SAT)	Z		17,621	72.81		22,285	40.23		39,906	40,660	40,717
TRIBUNE	SUN	Z		19,058	78.75		25,300	45.67		44,358	45,639	45,939
WOOSTER (WAYNE CO.)			9,600			40,700			50,300			
RECORD	E (M-SAT)	Z		10,100	105.21		13,609	33.44		23,709	25,101	25,236
XENIA (GREENE CO.)			11,000			23,200			34,200			
GAZETTE	E (M-SAT)			6,426	58.42		3,778	16.28		10,204	10,488	10,745
YOUNGSTOWN (MAHONING CO.)			82,500			96,300			178,800			
VINDICATOR	E (M-SAT)	C		46,742	56.66		37,013	38.44		83,755	88,828	90,138
VINDICATOR	SUN	C		52,985	64.22		55,110	57.23		108,095	134,931	137,504
ZANESVILLE (MUSKINGUM CO.)			15,300			28,600			43,900			
TIMES RECORDER	M (M-SAT)	Z		12,566	82.13		9,512	33.26		22,078	23,424	23,020
TIMES RECORDER	SUN	Z		12,419	81.17		9,567	33.45		21,986	23,554	23,212
OKLAHOMA												
ADA (PONTOTOC CO.)			6,900			13,700			20,600			
NEWS	E (M-F)			4,776	69.22		4,532	33.08		9,308	9,363	9,164
NEWS	SUN			4,790	69.42		4,773	34.84		9,563	9,651	9,424

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BARTLESVILLE (WASHINGTON CO.)			14,900			11,000			25,900			
EXAMINER-ENTERPRISE	E (M-F)	Z		10,281	69.00		2,547	23.15		12,828	12,974	12,670
EXAMINER-ENTERPRISE	SAT M	Z		9,675	64.93		2,499	22.72		12,174	12,320	11,916
EXAMINER-ENTERPRISE	SUN	Z		11,958	80.26		3,060	27.82		15,018	15,195	15,163
CLAREMORE (ROGERS CO.)			6,700			9,600			16,300			
PROGRESS	E (TU-F)			2,924	43.64		3,477	36.22		6,401	6,549	6,366 •
PROGRESS	SUN			3,465	51.72		3,829	39.89		7,294	7,442	7,125 •
ENID (GARFIELD CO.)			20,400			19,900			40,300			
NEWS AND EAGLE	M (M-SAT)	Z		12,951	63.49		7,391	37.14		20,342	22,062 •	22,323 •
NEWS AND EAGLE	SUN	Z		14,371	70.45		8,426	42.34		22,797	24,662 •	25,011 •
LAWTON (COMANCHE CO.)			31,200			36,300			67,500			
CONSTITUTION	CMB DLY	Z		17,489	56.05		6,697	18.45		24,186	25,055	24,489
CONSTITUTION	M (M-F)	Z		7,682	24.62		6,497	17.90		14,179	15,001	13,969
CONSTITUTION	E (M-F)	Z		9,807	31.43		200	0.55		10,007	10,054	10,520
CONSTITUTION	SAT M	Z		16,616	53.26		6,622	18.24		23,238	24,104	23,324
CONSTITUTION	SUN	Z		20,306	65.08		8,233	22.68		28,539	29,612	28,093
McALESTER (PITTSBURG CO.)			8,300			14,400			22,700			
NEWS-CAPITAL & DEMOCRAT	E (M-F)	Z		5,512	66.41		6,154	42.74		11,666	11,954	11,693
NEWS-CAPITAL & DEMOCRAT	SUN	Z		5,605	67.53		6,257	43.45		11,862	12,151	11,892
MUSKOGEE (MUSKOGEE CO.)			16,700			44,100			60,800			
PHOENIX & TIMES-DEMOCRAT	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PHOENIX & TIMES-DEMOCRAT	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORMAN (CLEVELAND CO.)			30,700			10,100			40,800			
TRANSCRIPT	E (M-F)			12,703	41.38		1,711	16.94		14,414	14,794	14,721
TRANSCRIPT	SAT M			12,353	40.24		1,692	16.75		14,045	14,420	14,515
TRANSCRIPT	SUN			13,285	43.27		1,910	18.91		15,195	15,660	15,827
OKLAHOMA CITY (OKLAHOMA CO.)			291,800 #			30,700			322,500			
JOURNAL RECORD	M (TU-SAT)		#	3,397	1.16		89	0.29		3,486	4,267	4,333

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
OKLAHOMA CITY (OKLAHOMA CO.)			291,800 #			521,200			813,000			
OKLAHOMAN	M (M-F)		#	141,720	48.57		73,172	14.04		214,892	221,595	220,183
OKLAHOMAN AND TIMES	SAT M		#	131,075	44.92		69,794	13.39		200,869	207,629	207,100
OKLAHOMAN	SUN		#	200,005	68.54		117,432	22.53		317,437	326,284	316,780
PONCA CITY (KAY CO.)			11,300			11,600			22,900			
NEWS	E (M-F)			8,059	71.32		3,969	34.22		12,028	12,475 *	12,676 *
NEWS	SUN			8,943	79.14		4,372	37.69		13,315	13,808 *	13,979 *
SAPULPA (CREEK CO.)			7,300			10,500			17,800			
HERALD	E (M-F)			4,040	55.34		2,568	24.46		6,608	6,705	6,726
HERALD	SUN			4,209	57.66		2,676	25.49		6,885	6,982	7,040
SHAWNEE (POTTAWATOMIE CO.)			10,400			33,800			44,200			
NEWS-STAR	M (TU-SAT)			6,383	61.38		5,852	17.31		12,235	12,542	12,663
NEWS-STAR	SUN			7,000	67.31		6,725	19.90		13,725	14,044	13,708
STILLWATER (PAYNE CO.)			12,600			20,700			33,300			
NEWS-PRESS	E (M-F)			6,089	48.33		3,945	19.06		10,034	10,264	10,400
NEWS-PRESS	SUN			6,358	50.46		4,390	21.21		10,748	11,035	11,205
TULSA (TULSA CO.)			216,000			184,300			400,300			
WORLD, TRIBUNE	CMB DLY			136,126	63.02		38,198	20.73		174,324	191,853	190,900
WORLD	M (M-SAT)			81,541	37.75		28,167	15.28		109,708	125,037	123,510
TRIBUNE	E (M-SAT)			54,585	25.27		10,031	5.44		64,616	66,816	67,390
WORLD	SUN			160,164	74.15		57,687	31.30		217,851	241,878	239,388
OREGON												
ALBANY (LINN CO.)			34,400 #						34,400			
DEMOCRAT-HERALD	E (M-SAT)	Z	#	20,753	60.33					20,753	21,110	21,197
ASHLAND (JACKSON CO.)			6,700			2,500			9,200			
TIDINGS	E (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ASTORIA (CLATSOP CO.)			4,100			13,900			18,000			
ASTORIAN	E (M-F)	Z		3,437	83.83		6,140	44.17		9,577	9,972	9,807

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BAKER (BAKER CO.)			3,800			2,400			6,200			
HERALD	E (M-F)			2,368	62.32		612	25.50		2,980	3,073	3,012
BEND (DESCHUTES CO.)			12,900			23,800			36,700			
BULLETIN	E (M-F)	Z		9,369	72.63		12,542	52.70		21,911	22,774	21,513
BULLETIN	SUN	Z		9,708	75.26		13,156	55.28		22,864	23,734	22,245
COOS BAY-NORTH BEND (COOS CO.)			10,700			24,300			35,000			
WORLD	E (M-SAT)			7,997	74.74		6,311	25.97		14,308	14,639	14,588
CORVALLIS (BENTON CO.)			15,300			7,200			22,500			
GAZETTE-TIMES	M (M-SAT)	Z		8,593	56.16		3,348	46.50		11,941	13,264	13,042
GAZETTE-TIMES	SUN	Z		9,397	61.42		3,586	49.81		12,983	14,793	13,705
EUGENE (LANE CO.)			78,600			35,600			114,200			
REGISTER-GUARD	M (M-SAT)			48,069	61.16		20,419	57.36		68,488	72,758	72,608
REGISTER-GUARD	SUN			51,455	65.46		22,902	64.33		74,357	80,359	74,983
GRANTS PASS (JOSEPHINE CO.)			8,100			27,000			35,100			
COURIER	E (M-SAT)	Z		4,979	61.47		12,290	45.52		17,269	17,708	17,580
LA GRANDE (UNION CO.)			4,700			6,800			11,500			
OBSERVER	E (M-SAT)			4,472	95.15		2,815	41.40		7,287	7,502	7,397
MEDFORD (JACKSON CO.)			24,900 #			31,700			56,600			
MAIL TRIBUNE	E (M-TH & SAT)	Z	#	16,604	66.68		10,594	33.42		27,198	28,087	28,540
MAIL TRIBUNE	FRI E	Z	#	21,543	86.52		13,662	43.10		35,205	36,341	37,179
MAIL TRIBUNE	SUN	Z	#	17,841	71.65		12,510	39.46		30,351	32,275	32,210
PENDLETON (UMATILLA CO.)			5,600			18,700			24,300			
EAST OREGONIAN	E (M-SAT)	Z		4,970	88.75		7,603	40.66		12,573	13,336	13,177
PORTLAND (MULTNOMAH CO.)			454,000 #						454,000			
OREGONIAN	ALL DAY (M-F)	Z,C	#	233,277	51.38					233,277	324,163	310,446
OREGONIAN	SAT M	Z,C	#	226,274	49.84					226,274	317,595	305,032
OREGONIAN	SUN	Z,C	#	290,684	64.03					290,684	431,989	413,318

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		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	9/30/90	9/30/89
ROSEBURG (DOUGLAS CO.)			36,100 #						36,100			
NEWS-REVIEW	E (M-F)	Z	#	20,329	56.31					20,329	20,580	20,448
NEWS-REVIEW	SUN	Z	#	20,735	57.44					20,735	20,984	20,697
SALEM (MARION CO.)			60,000 #			45,500			105,500			
STATESMAN-JOURNAL	M (M-SAT)	Z	#	33,564	55.94		20,169	44.33		53,733	59,424	58,215
STATESMAN-JOURNAL	SUN	Z	#	38,099	63.50		22,825	50.16		60,924	67,518	64,276
PENNSYLVANIA												
ALLENTOWN (LEHIGH CO.)			79,500			134,700			214,200			
CALL	M (M-SAT)	Z,C		54,746	68.86		64,593	47.95		119,339	136,435	137,228
CALL	SUN	Z,C		63,094	79.36		85,652	63.59		148,746	181,784	183,036
ALTOONA (BLAIR CO.)			20,800			30,000			50,800			
MIRROR	E (M-SAT)	Z		13,606	65.41		16,310	54.37		29,916	34,989	35,290
MIRROR	SUN	Z		13,574	65.26		17,093	56.98		30,667	38,897	37,259
BEAVER (BEAVER CO.)			71,600 #						71,600			
BEAVER COUNTY TIMES	E (M-F)	Z	#	42,374	59.18					42,374	45,083 *	45,457 *
BEAVER COUNTY TIMES	SUN	Z	#	47,070	65.74					47,070	50,432 *	50,373 *
BETHLEHEM (NORTHAMPTON CO.)			44,000			39,900			83,900			
GLOBE-TIMES	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BRADFORD (McKEAN CO.)			7,600			38,500			46,100			
ERA	M (M-SAT)	Z		5,970	78.55		4,963	12.89		10,933	11,323	11,583
BUTLER (BUTLER CO.)			21,100			42,000			63,100			
EAGLE	E (M-SAT)	Z		16,102	76.31		14,096	33.56		30,198	31,022	30,668
CARLISLE (CUMBERLAND CO.)			12,300			12,300			24,600			
SENTINEL	E (M-SAT)	Z		10,285	83.62		5,026	40.86		15,311	17,639	17,006
CHAMBERSBURG (FRANKLIN CO.)			7,200			32,700			39,900			
PUBLIC OPINION	E (M-SAT)	Z		5,733	79.63		14,384	43.99		20,117	21,500	20,340
CLEARFIELD (CLEARFIELD CO.)			25,800 #						25,800			
PROGRESS	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
COATESVILLE (CHESTER CO.)			32,400 #						32,400			
RECORD	E (M-SAT)		#	5,258	16.23					5,258	5,578	5,876
CONNELLSVILLE-SOUTH CONNELLSVILLE (FAYETTE CO.)			4,600			22,400			27,000			
COURIER	E (M-SAT)	Z		3,782	82.22		8,097	36.15		11,879	12,143 *	12,198 *
DELAWARE CO. (PRIMOS/UPPER DARBY)			118,000 #						118,000			
DELAWARE COUNTY TIMES	M (M-F)		#	47,682	40.41					47,682	61,066 *	60,648 *
DELAWARE COUNTY TIMES	SUN		#	41,340	35.03					41,340	50,775 *	48,950 *
DOYLESTOWN (BUCKS CO.)			129,900 #						129,900			
INTELLIGENCER/RECORD	M (M-F)	Z,C	#	37,707	29.03					37,707	40,343 *	40,753 *
INTELLIGENCER/RECORD	SUN	Z,C	#	41,497	31.95					41,497	44,653 *	44,235 *
DU BOIS (CLEARFIELD CO.)			4,400			19,500			23,900			
COURIER-EXPRESS	E (M-SAT)	Z		3,623	82.34		6,748	34.61		10,371	10,812	10,673
EASTON (NORTHAMPTON CO.),PA-PHILLIPSBURG (WARREN CO.), NJ			34,700			87,100			121,800			
EXPRESS	M (M-SAT)	Z		20,946	60.36		19,786	22.72		40,732	42,775	43,687
EXPRESS	SUN	Z		21,590	62.22		20,673	23.73		42,263	44,853	45,594
ELLWOOD CITY (LAWRENCE CO.)			3,800			7,300			11,100			
LEDGER	E (M-SAT)			3,019	79.45		3,685	50.48		6,704	7,419 *	7,427 *
ERIE (ERIE CO.)			74,700			40,400			115,100			
NEWS, TIMES	CMB DLY				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-NEWS	SAT M				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-NEWS	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GETTYSBURG (ADAMS CO.)			5,100			26,000			31,100			
TIMES	M (M-SAT)	Z		3,528	69.18		5,144	19.78		8,672	9,266	9,118
GREENSBURG (WESTMORELAND CO.)			104,100 #						104,100			
TRIBUNE-REVIEW	M (M-SAT)	Z,C	#	45,625	43.83					45,625	51,653	51,492
TRIBUNE-REVIEW	SUN	Z,C	#	59,983	57.62					59,983	83,296	81,467

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			– CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
GREENVILLE (MERCER CO.)			2,800			11,200			14,000			
RECORD-ARGUS	M (M-SAT)	Z		2,126	75.93		2,897	25.87		5,023	5,222 (b)	
RECORD-ARGUS	E (M-SAT)	Z										5,166 *
HANOVER (YORK CO.)			11,800			32,800			44,600			
SUN	E (M-SAT)	Z		8,403	71.21		11,019	33.59		19,422	20,698	20,067
SUN	SUN	Z		8,002	67.81		10,731	32.72		18,733	19,964	19,375
HARRISBURG (DAUPHIN CO.)			133,300			67,800			201,100			
PATRIOT, NEWS	CMB DLY	Z,C		77,435	58.09		17,105	25.23		94,540	105,637	105,350
PATRIOT	M (M-F)	Z,C		37,180	27.89		9,404	13.87		46,584	56,571	54,838
NEWS	E (M-F)	Z,C		40,255	30.20		7,701	11.36		47,956	49,066	50,512
PATRIOT-NEWS	SAT M	Z,C		67,835	50.89		16,773	24.74		84,608	95,594	94,679
PATRIOT-NEWS	SUN	Z,C		93,863	70.41		35,026	51.66		128,889	171,913	168,723
HAZLETON (LUZERNE CO.)			17,800			14,200			32,000			
STANDARD-SPEAKER	ALL DAY (M-SAT)	Z		14,592	81.98		7,592	53.46		22,184	24,006	24,261
INDIANA (INDIANA CO.)			9,300			23,500			32,800			
GAZETTE	E (M-SAT)	Z		7,293	78.42		9,739	41.44		17,032	18,874 *	19,242 *
IRWIN (WESTMORELAND CO.)			45,400 #						45,000			
STANDARD OBSERVER	E (M-SAT)		#	9,812	21.61					9,812	9,952	10,435
JOHNSTOWN (CAMBRIA CO.)			34,800			89,700			124,500			
TRIBUNE-DEMOCRAT	M (M-SAT)	Z		26,166	75.19		22,024	24.55		48,190	49,859	50,366
TRIBUNE-DEMOCRAT	SUN	Z		26,250	75.43		24,542	27.36		50,792	52,778	52,711
KITTANNING (ARMSTRONG CO.)			7,000			17,300			24,300			
LEADER-TIMES	E (M-SAT)			5,601	80.01		5,482	31.69		11,083	11,404 *	11,148 *
LANCASTER (LANCASTER CO.)			82,400			70,900			153,300			
INTELLIGENCER-JOURNAL, NEW ERA	CMB DLY	Z		55,786	67.70		39,372	55.53		95,158	98,880	99,544
INTELLIGENCER-JOURNAL	M (M-SAT)	Z		24,781	30.07		16,583	23.39		41,364	44,269	44,168
NEW ERA	E (M-SAT)	Z		31,005	37.63		22,789	32.14		53,794	54,611	55,376
NEWS	SUN	Z		53,650	65.11		44,041	62.12		97,691	103,645	102,427
LANSDALE (MONTGOMERY CO.)			38,100 #						38,100			
REPORTER	E (M-SAT)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LATROBE (WESTMORELAND CO.)			6,800			17,300			24,100			
BULLETIN	E (M-SAT)			5,390	79.26		3,350	19.36		8,740	8,983	9,129
LEBANON (LEBANON CO.)			11,200			31,400			42,600			
NEWS	E (M-SAT)	Z		6,959	62.13		15,269	48.63		22,228	24,112 *	24,775 *
NEWS	SUN	Z		6,777	60.51		15,224	48.48		22,001	24,022 *	24,610 *
LEHIGHTON (CARBON CO.)			46,900 #						46,900			
TIMES NEWS	E (M-SAT)	Z	#	16,254	34.66					16,254	16,680 *	17,004 *
LEVITTOWN-BRISTOL-LANGHORNE												
(BUCKS CO.)			54,700			69,800			124,500			
BUCKS COUNTY COURIER TIMES	M (M-F)	Z,C		33,962	62.09		28,771	41.22		62,733	63,363	64,467
BUCKS COUNTY COURIER TIMES	SUN	Z,C		36,673	67.04		31,938	45.76		68,611	69,410	71,091
LEWISTOWN (MIFFLIN CO.)			6,500			20,200			26,700			
SENTINEL	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LOCK HAVEN (CLINTON CO.)			5,600			8,800			14,400			
EXPRESS	E (M-SAT)	Z		5,531	98.77		3,471	39.44		9,002	11,035	11,030
McKEESPORT-DUQUESNE-CLAIRTON												
(ALLEGHENY CO.)			39,300			44,300			83,600			
NEWS	E (M-SAT)			17,419	44.32		9,010	20.34		26,429	27,185	27,929
MEADVILLE (CRAWFORD CO.)			8,000			17,700			25,700			
TRIBUNE	M (M-SAT)	Z		6,085	76.06		9,645	54.49		15,730	16,561 *	16,269 *
MONESSEN (WESTMORELAND CO.)-CHARLEROI-DONORA (WASHINGTON CO.)			10,000			18,000			28,000			
VALLEY INDEPENDENT	E (M-SAT)	Z		7,501	75.01		7,602	42.23		15,103	17,913	17,854
NEW CASTLE (LAWRENCE CO.)			13,500			24,200			37,700			
NEWS	E (M-SAT)			8,378	62.06		11,600	47.93		19,978	20,373 *	20,569 *
NEW KENSINGTON (WESTMORELAND CO.)-TARENTUM (ALLEGHENY CO.)-VANDERGRIFT			62,500 #						62,500			
VALLEY NEWS DISPATCH	E (M-SAT)	Z	#	36,323	58.12					36,323	38,798	38,860

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
NORRISTOWN (MONTGOMERY CO.)			74,200 #						74,200			
TIMES HERALD	E (M-SAT)	Z	#	27,708	37.34					27,708	29,860	29,969
PHILADELPHIA (PHILADELPHIA CO.)			642,400 #			795,700			1,438,100			
INQUIRER	M (M-F)	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INQUIRER	SAT M	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INQUIRER	SUN	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PHILADELPHIA (PHILADELPHIA CO.)			642,400 #			1,197,700			1,840,100			
NEWS	E (M-F)	C	#	163,824	25.50		49,718	4.15		213,542	225,063	232,129
NEWS	SAT E	C	#	95,182	14.82		33,358	2.79		128,540	136,849	149,469
PHOENIXVILLE (CHESTER CO.)			6,100			23,900			30,000			
PHOENIX	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PITTSBURGH (ALLEGHENY CO.)			429,900			578,900			1,008,800			
POST-GAZETTE, SUN-TELEGRAPH	M (M-F)	C		104,781	24.37		45,845	7.92		150,626	162,520	164,309
POST-GAZETTE, SUN-TELEGRAPH	SAT M	C		92,959	21.62		45,419	7.85		138,378	149,793	151,624
PRESS	E (M-F)	C		178,270	41.47		49,018	8.47		227,288	231,910	232,282
PRESS	SAT E	C		155,969	36.28		45,065	7.78		201,034	205,230	205,166
PRESS	SUN	C		303,559	70.61		197,478	34.11		501,037	554,402	552,479
POTTSTOWN (MONTGOMERY CO.)			57,400 #						57,400			
MERCURY	M (M-SAT)	Z	#	28,595	49.82					28,595	29,716	29,263
MERCURY	SUN	Z	#	29,100	50.70					29,100	30,230	29,901
POTTSVILLE (SCHUYLKILL CO.)			38,000 #						38,000			
REPUBLICAN	E (M-SAT)	Z	#	25,523	67.17					25,523	29,510 *	29,596 *
READING (BERKS CO.)			78,800			52,900			131,700			
TIMES, EAGLE	CMB DLY	Z		51,790	65.72		20,935	39.57		72,725	76,122	77,183
TIMES	M (M-F)	Z		32,235	40.91		10,342	19.55		42,577	45,241	45,571
EAGLE	E (M-F)	Z		19,555	24.82		10,593	20.02		30,148	30,881	31,612
TIMES	SAT M	Z		48,7[illegible]	61.82		20,548	38.84		69,266	72,661	74,095
EAGLE	SUN	Z		55,[illegible]	70.75		27,871	52.69		83,619	111,769	110,636

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SCRANTON (LACKAWANA CO.)			44,500			95,500			140,000			
TIMES	CMB DLY	Z		42,465	95.43		40,233	42.13		82,698	83,852 *	63,059 *
TIMES	M (M-F)	Z		16,563	37.22		17,938	18.78		34,501	35,273 *	11,068 *
TIMES	E (M-F)	Z		25,902	58.21		22,295	23.35		48,197	48,578 *	51,991 *
TIMES	SAT M	Z		34,565	77.67		35,812	37.50		70,377	71,554 *	53,756 *
TIMES	SUN	Z		35,354	79.45		45,374	47.51		80,728	82,964 *	67,363 *
SHARON-FARRELL-SHARPSVILLE-HERMITAGE (MERCER CO.)			17,900			33,500			51,400			
HERALD	E (M-SAT)	Z		13,673	76.39		13,092	39.08		26,765	27,218	27,178
HERALD	SUN	Z		13,044	72.87		12,827	38.29		25,871	26,369 (b)	
SHENANDOAH-ASHLAND-MAHANOY CITY (SCHUYLKILL CO.)			17,800 #						17,800			
HERALD	E (M-SAT)	Z	#	9,243	51.93					9,243	10,003	10,182
SOMERSET (SOMERSET CO.)			2,900			28,000			30,900			
AMERICAN	M (M-SAT)	Z		2,790	96.21		9,367	33.45		12,157	12,533 *	12,674 *
STATE COLLEGE (CENTRE CO.)			40,300 #						40,300			
CENTRE TIMES	M (M-SAT)	Z	#	21,694	53.83					21,694	25,103	24,606
CENTRE TIMES	SUN	Z	#	25,894	64.25					25,894	31,385	30,900
STROUDSBURG-EAST STROUDSBURG (MONROE CO.)			9,500			27,800			37,300			
POCONO RECORD	M (M-SAT)	Z		6,755	71.11		12,527	45.06		19,282	21,375	21,163
POCONO RECORD	SUN	Z		6,963	73.29		14,787	53.19		21,750	24,412	23,860
SUNBURY (NORTHUMBERLAND CO.)			53,500 #						53,500			
ITEM	E (M-SAT)	Z	#	24,543	45.87					24,543	25,265	25,524
ITEM	SUN	Z	#	24,694	46.16					24,694	25,495	25,153
UNIONTOWN (FAYETTE CO.)			14,700			30,700			45,400			
HERALD-STANDARD	M (M-F)	Z		10,756	73.17		15,321	49.91		26,077	30,614 *	30,368 *
HERALD-STANDARD	SUN	Z		11,243	76.48		16,427	53.51		27,670	32,425 *	31,787 *
WARREN (WARREN CO.)			6,000			11,400			17,400			
TIMES-OBSERVER	M (M-SAT)	Z		5,161	86.02		6,431	56.41		11,592	12,334	12,399

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
WASHINGTON (WASHINGTON CO.)			8,300			29,400			37,700			
OBSERVER-REPORTER	M (M-SAT)	Z		6,215	74.88		17,231	58.61		23,446	38,965	39,049
OBSERVER-REPORTER	SUN	Z		5,685	68.49		16,523	56.20		22,208	36,431	35,957
WEST CHESTER (CHESTER CO.)			14,000 #			57,300			71,300			
LOCAL NEWS	M (M-F)	Z	#	6,100	43.57		26,260	45.83		32,360	36,527	36,853
LOCAL NEWS	SUN	Z	#	5,086	36.33		25,798	45.02		30,884	34,592	33,716
WILKES-BARRE (LUZERNE CO.)			47,700			82,400			130,100			
CITIZENS' VOICE	M (M-SAT)	Z		25,188	52.81		19,515	23.68		44,703	45,845	45,292
TIMES LEADER	M (M-SAT)	Z		21,851	45.81		24,394	29.60		46,245	50,379	49,298
TIMES LEADER	SUN	Z		22,838	47.88		29,828	36.20		52,666	59,352	55,018
WILKES-BARRE (LUZERNE CO.)			188,000 #						188,000			
INDEPENDENT	SUN		#	56,890	30.26					56,890	59,164	59,448
WILLIAMSPORT (LYCOMING CO.)			21,500			93,900			115,400			
SUN-GAZETTE	E (M-SAT)	Z		17,574	81.74		17,002	18.11		34,576	35,092	35,230
YORK (YORK CO.)**			54,300			77,400			131,700			
RECORD, DISPATCH	CMB DLY	Z		46,977	86.51		34,338	44.36		81,315	82,855	
RECORD	M (M-F)	Z		24,380	44.90		16,790	21.69		41,170	42,023	
DISPATCH	E (M-F)	Z		22,597	41.62		17,548	22.67		40,145	40,832	
RECORD	SAT M	Z		40,806	75.15		32,567	42.08		73,373	74,897	
NEWS	SUN	Z		45,380	83.57		36,254	46.84		81,634	86,445	
RHODE ISLAND												
NEWPORT (NEWPORT CO.)			16,500			8,100			24,600			
NEWS	E (M-SAT)	Z		11,685	70.82		4,015	49.57		15,700	16,237	15,671
PAWTUCKET-CENTRAL FALLS (PROVIDENCE CO.)			36,600			31,900			68,500			
TIMES	E (M-SAT)	Z		15,086	41.22		7,260	22.76		22,346	23,350	24,298

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
PROVIDENCE (PROVIDENCE CO.)			448,600 #						448,600			
JOURNAL-BULLETIN	ALL DAY (M-F)	Z,C	#	200,754	44.75					200,754	204,337	204,196
JOURNAL-BULLETIN	SAT M	Z,C	#	187,863	41.88					187,863	191,128	191,013
JOURNAL	SUN	Z,C	#	256,882	57.26					256,882	265,210	265,496
WESTERLY (WASHINGTON CO.)			10,800			27,100			37,900			
SUN	E (M-F)	Z		8,499	78.69		4,160	15.35		12,659	12,890	12,946
SUN	SUN	Z		8,852	81.96		4,277	15.78		13,129	13,394	13,410
WOONSOCKET (PROVIDENCE CO.)			30,000			35,200			65,200			
CALL	E (M-SAT)	Z		19,889	66.30		7,713	21.91		27,602	28,466	28,774
CALL	SUN	Z		19,842	66.14		7,502	21.31		27,344	28,157	28,621
SOUTH CAROLINA												
AIKEN (AIKEN CO.)			26,900 #			9,200			36,100			
STANDARD	E (M-SAT)		#	12,845	47.75		2,156	23.43		15,001	16,774 *	15,514
STANDARD	SUN		#	12,744	47.38		2,488	27.04		15,232	17,074 *	16,000
ANDERSON (ANDERSON CO.)			20,800			127,700			148,500			
INDEPENDENT-MAIL	M (M-SAT)	Z		14,228	68.40		24,673	19.32		38,901	40,600	38,091
INDEPENDENT-MAIL	SUN	Z		15,560	74.81		27,814	21.78		43,374	44,917	42,615
BEAUFORT (BEAUFORT CO.)			8,700			12,900			21,600			
GAZETTE (09-03-90 TO 09-30-90)	M (M-SAT)	Z		5,557	63.87		2,630	20.39		8,187	9,145 (b)	
GAZETTE (04-01-90 TO 09-02-90)	E (M-F)	Z		5,523	63.48		2,550	19.77		8,073	8,960 (b)	
GAZETTE	E (M-F)	Z										8,710
CHARLESTON (CHARLESTON CO.)			178,300 #						178,300			
NEWS & COURIER, POST	CMB DLY	Z	#	106,165	59.54					106,165	119,016	115,613
NEWS & COURIER	M (M-F)	Z	#	70,681	39.64					70,681	82,824	78,898
POST	E (M-F)	Z	#	35,484	19.90					35,484	36,192	36,715
NEWS & COURIER/POST	SAT M	Z	#	99,637	55.88					99,637	113,302	109,242
NEWS & COURIER/POST	SUN	Z	#	108,381	60.79					108,381	125,714	121,204

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
COLUMBIA (RICHLAND CO.)			169,300 #			171,800			341,100			
STATE	M (M-SAT)		#	96,787	57.17		28,711	16.71		125,498	145,528	141,742
STATE	SUN		#	117,305	69.29		34,355	20.00		151,660	172,936	167,332
FLORENCE (FLORENCE CO.)			17,000			73,400			90,400			
NEWS	M (M-SAT)	Z		12,558	73.87		17,519	23.87		30,077	31,805	30,986
NEWS	SUN	Z		12,546	73.80		17,862	24.34		30,408	32,192	31,525
GREENVILLE (GREENVILLE CO.)			90,500			215,500			306,000			
NEWS, PIEDMONT	CMB DLY				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PIEDMONT	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-PIEDMONT	SAT M				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-PIEDMONT	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GREENWOOD (GREENWOOD CO.)			9,400			29,700			39,100			
INDEX-JOURNAL	E (M-F)	Z		5,792	61.62		10,151	34.18		15,943	16,054	15,744
INDEX-JOURNAL	SUN	Z		5,887	62.63		10,786	36.32		16,673	16,803	16,366
HILTON HEAD ISLAND (BEAUFORT CO.)			9,100			22,500			31,600			
ISLAND PACKET	M (M-TH)	Z		8,027	88.21		941	4.18		8,968	10,316	9,990
ISLAND PACKET	M (FRI)	Z		8,791	96.60		1,052	4.68		9,843	12,747	12,625
ISLAND PACKET	SUN	Z		8,284	91.03		1,006	4.47		9,290	12,940	12,203
MYRTLE BEACH (HORRY CO.)			23,400			34,200			57,600			
SUN NEWS	M (M-SAT)	Z		21,527	92.00		12,698	37.13		34,225	37,147	34,646
SUN NEWS	SUN	Z		25,299	108.12		14,468	42.30		39,767	43,462	40,368
ORANGEBURG (ORANGEBURG CO.)			12,200			25,200			37,400			
TIMES & DEMOCRAT	M (M-SAT)	Z		7,952	65.18		8,476	33.63		16,428	17,127	16,894
TIMES & DEMOCRAT	SUN	Z		7,675	62.91		8,558	33.96		16,233	16,879	16,747
ROCK HILL (YORK CO.)			40,100 #			16,100			56,200			
HERALD	M (M-SAT)		#	23,742	59.21		4,848	30.11		28,590	29,531	28,634
HERALD	SUN		#	23,523	58.66		4,855	30.16		28,378	29,323	28,141
SPARTANBURG (SPARTANBURG CO.)			46,600			63,800			110,400			
HERALD-JOURNAL	M (M-SAT)	Z		29,564	63.44		28,497	44.67		58,061	60,038	60,061
HERALD-JOURNAL	SUN	Z		30,237	64.89		30,609	47.98		60,846	62,970	62,559

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SUMTER (SUMTER CO.)			14,600			35,300			49,900			
ITEM	E (M-SAT)	Z		8,463	57.97		13,374	37.89		21,837	22,022	22,114
ITEM	SUN	Z		6,616	45.32		11,061	31.33		17,677	17,874	16,719
SOUTH DAKOTA												
ABERDEEN (BROWN CO.)			10,900			28,200			39,100			
AMERICAN NEWS	M (M-SAT)	Z		8,244	75.63		9,957	35.31		18,201	19,174	19,234
AMERICAN NEWS	SUN	Z		9,246	84.83		10,547	37.40		19,793	20,789	21,032
HURON (BEADLE CO.)			5,400			15,200			20,600			
PLAINSMAN	E (M-F)	Z		4,784	88.59		5,893	38.77		10,677	11,263	11,194
PLAINSMAN	SUN	Z		4,866	90.11		6,095	40.10		10,961	11,578	11,522
MITCHELL (DAVISON CO.)			5,400			19,500			24,900			
REPUBLIC	E (M-SAT)	Z		4,192	77.63		6,938	35.58		11,130	11,955	12,432
RAPID CITY (PENNINGTON CO.)			22,300			42,500			64,800			
JOURNAL	M (M-SAT)	Z		15,075	67.60		16,198	38.11		31,273	34,391	34,349
JOURNAL	SUN	Z		15,315	68.68		16,814	39.56		32,129	35,623	35,766
SIOUX FALLS (MINNEHAHA CO.)			40,800			59,400			100,200			
ARGUS LEADER	M (M-SAT)	Z		24,701	60.54		14,930	25.13		39,631	47,356	46,256
ARGUS LEADER	SUN	Z		28,878	70.78		23,885	40.21		52,763	68,658	67,069
WATERTOWN (CODINGTON CO.)			7,100			19,800			26,900			
PUBLIC OPINION	E (M-SAT)			5,631	79.31		7,719	38.98		13,350	15,796 *	15,813 *
TENNESSEE												
ATHENS (McMINN CO.)			4,700			13,700			18,400			
POST-ATHENIAN	E (M-F)	Z		3,654	77.74		6,430	46.93		10,084	10,322	9,927

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CHATTANOOGA (HAMILTON CO.)			103,000			211,300			314,300			
TIMES, NEWS-FREE PRESS	CMB DLY	Z		67,443	65.48		29,824	14.11		97,267	100,909	104,091
TIMES	M (M-SAT)	Z		32,036	31.10		11,972	5.67		44,008	46,381	47,083
NEWS-FREE PRESS	E (M-SAT)	Z		35,407	34.38		17,852	8.45		53,259	54,528	57,008
NEWS-FREE PRESS	SUN	Z		71,758	69.67		31,545	14.93		103,303	107,373	108,915
CLARKSVILLE (MONTGOMERY CO.)			30,300			9,900			40,200			
LEAF-CHRONICLE	M (M-SAT)	Z		12,026	39.69		4,641	46.88		16,667	17,920 *	17,549 *
LEAF-CHRONICLE	SUN	Z		14,084	46.48		5,426	54.81		19,510	21,282 *	20,749 *
CLEVELAND (BRADLEY CO.)			13,200			17,800			31,000			
BANNER	E (M-F)	Z		9,289	70.37		6,683	37.54		15,972	16,280	16,209
BANNER	SUN	Z		10,142	76.83		7,706	43.29		17,848	18,321	18,088
COLUMBIA (MAURY CO.)			11,600			43,200			54,800			
HERALD	E (M-F)			6,746	58.16		5,194	12.02		11,940	12,322	12,077
HERALD	SUN			7,679	66.20		6,294	14.57		13,973	14,355	14,005
COOKEVILLE (PUTNAM CO.)			11,600			8,300			19,900			
HERALD-CITIZEN	E (M-F)	Z		5,391	46.47		3,380	40.72		8,771	9,871	10,071
HERALD-CITIZEN	SUN	Z		6,267	54.03		3,936	47.42		10,203	11,590	11,743
DYERSBURG (DYER CO.)			6,500			13,400			19,900			
STATE GAZETTE	E (M-F)	Z		4,378	67.35		3,790	28.28		8,168	8,485	8,156
GREENEVILLE (GREENE CO.)			6,200			15,500			21,700			
SUN	E (M-SAT)	Z		4,747	76.56		9,651	62.26		14,398	14,884	14,711
JACKSON (MADISON CO.)			24,600			85,200			109,800			
SUN	E (M-SAT)	Z		14,902	60.58		18,472	21.68		33,374	35,429	36,154
SUN	SUN	Z		16,443	66.84		21,252	24.94		37,695	40,162	39,924
JOHNSON CITY (WASHINGTON CO.)			25,400			41,700			67,100			
PRESS	M (M-SAT)	Z		14,957	58.89		13,632	32.69		28,589	30,334	29,562
PRESS	SUN	Z		15,778	62.12		14,798	35.49		30,576	32,686	31,945

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
KINGSPORT (SULLIVAN CO.)			38,900			54,000			92,900			
TIMES-NEWS	ALL DAY (M-F)	Z		26,338	67.71		17,235	31.92		43,573	45,977	46,574
TIMES-NEWS	SAT M	Z		25,383	65.25		16,756	31.03		42,139	44,363	45,066
TIMES-NEWS	SUN	Z		27,778	71.41		17,668	32.72		45,446	47,992	47,862
KNOXVILLE (KNOX CO.)			107,000			302,200			409,200			
JOURNAL/NEWS-SENTINEL	CMB DLY	Z,C		75,222	70.30		65,066	21.53		140,288	144,976 •	141,632 •
NEWS-SENTINEL	M (M-SAT)	Z,C		50,276	46.99		50,614	16.75		100,890	104,167 •	100,265 •
JOURNAL	E (M-SAT)	Z,C		24,946	23.31		14,452	4.78		39,398	40,809 •	41,367 •
NEWS-SENTINEL	SUN	Z,C		78,897	73.74		86,225	28.53		165,122	171,888 •	167,588 •
MARYVILLE-ALCOA (BLOUNT CO.)			22,400			12,300			34,700			
TIMES	M (M-F)	Z		9,974	44.53		11,357	92.33		21,331	21,712 • (b)	
TIMES	E (M-F)	Z										21,769 •
MEMPHIS (SHELBY CO.)			360,700 #			242,300			603,000			
COMMERCIAL APPEAL	M (M-SAT)	C	#	163,917	45.44		25,471	10.51		189,388	210,477	209,205
COMMERCIAL APPEAL	SUN	C	#	218,745	60.64		39,140	16.15		257,885	288,866	290,201
MORRISTOWN (HAMBLEN CO.)			16,200			32,400			48,600			
CITIZEN TRIBUNE	E (M-F)	Z		10,663	65.82		7,824	24.15		18,487	20,124 •	19,971 •
CITIZEN TRIBUNE	SUN	Z		12,212	75.38		9,652	29.79		21,864	24,011 •	23,763 •
MURFREESBORO (RUTHERFORD CO.)			17,800			23,000			40,800			
NEWS JOURNAL	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS JOURNAL	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NASHVILLE (DAVIDSON CO.)			376,000 #						376,000			
BANNER	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TENNESSEAN	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TENNESSEAN	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OAK RIDGE (ANDERSON CO.)			12,000			35,300			47,300			
OAK RIDGER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OAK RIDGER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
TEXAS												
ABILENE (TAYLOR CO.)			40,600 #			15,700			56,300			
REPORTER-NEWS	M (M-SAT)	Z	#	22,293	54.91		17,094	108.88		39,387	42,539	42,845
REPORTER-NEWS	SUN	Z	#	29,492	72.64		22,327	142.21		51,819	55,334	56,113
AMARILLO (POTTER CO.)			64,800			102,000			166,800			
NEWS, GLOBE-TIMES	CMB DLY			40,194	62.03		22,776	22.33		62,970	64,977	64,838
NEWS	M (M-SAT)			20,530	31.68		20,200	19.80		40,730	42,679	42,075
GLOBE-TIMES	E (M-F)			19,664	30.35		2,576	2.53		22,240	22,298	22,763
NEWS-GLOBE	SUN			46,051	71.07		27,573	27.03		73,624	76,074	74,111
AUSTIN (TRAVIS CO.)			200,700			156,200			356,900			
AMERICAN-STATESMAN	M (M-SAT)	C		121,058	60.32		43,732	28.00		164,790	173,368	172,518
AMERICAN-STATESMAN	SUN	C		151,381	75.43		55,582	35.58		206,963	219,857	218,262
BEAUMONT (JEFFERSON CO.)			51,500			177,000			228,500			
ENTERPRISE	M (M-SAT)			35,068	68.09		30,729	17.36		65,797	68,758	68,053
ENTERPRISE	SUN			40,598	78.83		39,437	22.28		80,035	84,223	82,861
BIG SPRING (HOWARD CO.)			9,400 #			4,700			14,100			
HERALD	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BORGER (HUTCHINSON CO.)			6,600			5,600			12,200			
NEWS-HERALD	E (M-F)			4,384	66.42		1,870	33.39		6,254	6,434	6,610
NEWS-HERALD	SUN			4,763	72.17		2,329	41.59		7,092	7,299	7,414
BROWNSVILLE (CAMERON CO.)			29,600			113,800			143,400			
HERALD	E (M-F)			12,462	42.10		3,026	2.66		15,488	15,678	16,180
HERALD	SUN			14,764	49.88		3,974	3.49		18,738	18,986	19,363
BRYAN-COLLEGE STATION (BRAZOS CO.)			45,700 #			22,200			67,900			
EAGLE	M (M-SAT)	Z	#	18,141	39.70		4,344	19.57		22,485	23,208	24,066
EAGLE	SUN	Z	#	21,318	46.65		4,929	22.20		26,247	27,065	27,835

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CLUTE-FREEPORT-LAKE JACKSON-RICHWOOD (BRAZORIA CO.)			15,700			23,700			39,400			
BRAZOSPORT FACTS	E (M-SAT)	Z		10,439	66.49		9,410	39.70		19,849	20,007	19,461
BRAZOSPORT FACTS	SUN	Z		10,903	69.45		10,517	44.38		21,420	21,599	21,125
CONROE (MONTGOMERY CO.)			8,100			51,300			59,400			
COURIER	M (M-SAT)	Z		4,941	61.00		6,218	12.12		11,159	11,294	10,576
COURIER	SUN	Z		5,182	63.98		6,652	12.97		11,834	11,970	11,106
CORPUS CHRISTI (NUECES CO.)			92,400 #			28,600			121,000			
CALLER-TIMES	M (M-SAT)	Z	#	54,736	59.24		10,132	35.43		64,868	66,242	65,861
CALLER-TIMES	SUN	Z	#	72,849	78.84		13,699	47.90		86,548	88,710	86,991
DALLAS (DALLAS CO.)			730,100 #			990,200			1,720,300			
NEWS	M (M,TU, W,TH & SAT)	C	#	235,744	32.29		100,827	10.18		336,571	385,366	371,537
NEWS	FRI M	C	#	282,800	38.73		122,363	12.36		405,163	458,499	436,328
NEWS	SUN	C	#	351,257	48.11		170,580	17.23		521,837	585,950	552,418
TIMES-HERALD	ALL DAY (M-F)	Z,C	#	160,356	21.96		51,207	5.17		211,563	221,201 (b)	
TIMES-HERALD	SAT	Z,C	#	187,545	25.69		62,718	6.33		250,263	260,545 (b)	
TIMES-HERALD	ALL DAY (M-SAT)	Z,C	#									225,691
TIMES-HERALD	SUN	Z,C	#	241,982	33.14		85,751	8.66		327,733	340,297	329,839
WALL STREET JOURNAL-SOUTHWEST EDITION	M (M-F)										187,177	187,921
DEL RIO (VAL VERDE CO.)			11,400			1,300			12,700			
NEWS-HERALD	E (M-SAT)			5,224	45.82		591	45.46		5,815	6,068	6,063
NEWS-HERALD	SUN			5,473	48.01		619	47.62		6,092	6,398	6,375
DENISON (GRAYSON CO.)			9,500 #			28,700			38,200			
HERALD	E (M-F)	Z	#	5,896	62.06		2,692	9.38		8,588	11,888	12,046
HERALD	SUN	Z	#	6,486	68.27		3,053	10.64		9,539	13,274	13,432
DENTON (DENTON CO.)			25,800			66,000			91,800			
RECORD-CHRONICLE	E (M-F)	Z		12,412	48.11		4,041	6.12		16,453	17,089	16,948
RECORD-CHRONICLE	SUN	Z		14,001	54.27		4,746	7.19		18,747	19,547	19,281

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
EL PASO (EL PASO CO.)			165,600			148,700			314,300			
TIMES, HERALD-POST	CMB DLY	Z		74,988	45.28		13,805	9.28		88,793	89,510	90,633
TIMES	M (M-SAT)	Z		47,517	28.69		13,167	8.85		60,684	61,305	60,933
HERALD-POST	E (M-SAT)	Z		27,471	16.59		638	0.43		28,109	28,205	29,700
TIMES	SUN	Z		81,073	48.96		16,961	11.41		98,034	99,365	97,915
FORT WORTH (TARRANT CO.)			426,800 #			218,300			645,100			
STAR-TELEGRAM	CMB DLY	C	#	219,436	51.41		32,337	14.81		251,773	259,014	253,770
STAR-TELEGRAM	M (M-F)	C	#	125,036	29.30		30,099	13.79		155,135	161,698	150,190
STAR-TELEGRAM	E (M-F)	C	#	94,400	22.12		2,238	1.03		96,638	97,316	103,580
STAR-TELEGRAM	SAT M	C	#	222,602	52.16		37,731	17.28		260,333	267,558	266,716
STAR-TELEGRAM	SUN	C	#	270,682	63.42		52,791	24.18		323,473	334,270	325,780
GREENVILLE (HUNT CO.)			9,700 #			16,500			26,200			
HERALD BANNER	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD BANNER	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HARLINGEN (CAMERON CO.)			25,700			85,500			111,200			
VALLEY STAR	M (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
VALLEY STAR	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HOUSTON (HARRIS CO.)			1,064,500			412,600			1,477,100			
CHRONICLE	ALL DAY (M-SAT)	Z,C		336,668	31.63		77,829	18.86		414,497	442,044	437,481
CHRONICLE	SUN	Z,C		469,431	44.10		112,663	27.31		582,094	620,779	595,953
POST	M (M-SAT)	Z,C		244,162	22.94		57,050	13.83		301,212	328,671	325,407
POST	SUN	Z,C		268,114	25.19		68,008	16.48		336,122	370,449	367,088
HUNTSVILLE (WALKER CO.)			9,200			7,600			16,800			
ITEM	M (TU-SAT)			3,254	35.37		1,821	23.96		5,075	5,475	5,284
ITEM	SUN			3,756	40.83		2,032	26.74		5,788	6,243	6,128
KERRVILLE-INGRAM (KERR CO.)			11,200			16,300			27,500			
TIMES	E (M-F)	Z		7,141	63.76		2,278	13.98		9,419	9,608	9,286
TIMES	SUN	Z		8,224	73.43		2,530	15.52		10,754	11,034	10,660
KILLEEN (BELL CO.)			32,700			11,400			44,100			
HERALD	M (M-SAT)			11,141	34.07		4,680	41.05		15,821	16,406	16,729
HERALD	SUN			13,129	40.15		5,462	47.91		18,591	19,298	20,003

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		SPECIAL	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LAREDO (WEBB CO.)			33,300			8,600			41,900			
TIMES	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LONGVIEW (GREGG CO.)			31,100			57,500			88,600			
NEWS-JOURNAL	M (M-SAT)			20,184	64.90		9,834	17.10		30,018	31,385	30,944
NEWS-JOURNAL	SUN			26,876	86.42		13,828	24.05		40,704	42,552	42,840
LUBBOCK (LUBBOCK CO.)			68,900			80,700			149,600			
AVALANCHE-JOURNAL	M (M-SAT)			38,396	55.73		22,709	28.14		61,105	66,150	65,133
AVALANCHE-JOURNAL	SUN			43,600	63.28		25,459	31.55		69,059	74,127	73,012
LUFKIN (ANGELINA CO.)			11,900			43,700			55,600			
NEWS	E (M-F)	Z		7,231	60.76		7,794	17.84		15,025	15,220	14,809
NEWS	SAT M	Z		7,729	64.95		7,964	18.22		15,693	15,888	15,372
NEWS	SUN	Z		7,609	63.94		8,584	19.64		16,193	16,431	15,935
McALLEN (HIDALGO CO.)			57,500			60,000			117,500			
MONITOR	E (M-SAT)			22,315	38.81		7,867	13.11		30,182	30,372	28,532
MONITOR	SUN			28,431	49.45		10,167	16.95		38,598	38,852	37,094
MARSHALL (HARRISON CO.)			9,400 #			25,100			34,500			
NEWS MESSENGER	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS MESSENGER	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MIDLAND (MIDLAND CO.)			35,800			76,100			111,900			
REPORTER-TELEGRAM	M (M-SAT)			20,075	56.08		3,362	4.42		23,437	23,746 (b)	
REPORTER-TELEGRAM	E (M-SAT)											23,489
REPORTER-TELEGRAM	SUN			24,037	67.14		4,599	6.04		28,636	29,032	29,313
MOUNT PLEASANT (TITUS CO.)			4,600			15,600			20,200			
TRIBUNE	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEW BRAUNFELS (COMAL CO.)			10,700			12,900			23,600			
HERALD-ZEITUNG	E (TU-F)			4,738	44.28		2,556	19.81		7,294	7,533	7,326 *
HERALD-ZEITUNG	SUN			6,031	56.36		3,143	24.36		9,174	9,412	9,218 *

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ODESSA (ECTOR CO.)			44,300			91,500			135,800			
AMERICAN	M (M-SAT)	Z		20,946	47.28		6,410	7.01		27,356	27,858 (b)	
AMERICAN	M (M-F)	Z										28,040
AMERICAN	SAT M	Z										28,580
AMERICAN	SUN	Z		27,205	61.41		8,998	9.83		36,203	36,950	37,629
ORANGE (ORANGE CO.)			10,200			13,200			23,400			
LEADER	E (M-SAT)	Z		5,474	53.67		3,774	28.59		9,248	10,277	9,939
LEADER	SUN	Z		6,508	63.80		4,834	36.62		11,342	12,606	11,944
PALESTINE (ANDERSON CO.)			6,900			16,600			23,500			
HERALD-PRESS	E (M-SAT)	Z		5,275	76.45		4,329	26.08		9,604	10,028	10,009
HERALD-PRESS	SUN	Z		5,604	81.22		4,621	27.84		10,225	10,689	10,607
PAMPA (GRAY CO.)			8,000			12,400			20,400			
NEWS	E (M-F)	Z		5,660	70.75		1,599	12.90		7,259	7,435	7,445
NEWS	SUN	Z		6,158	76.98		1,787	14.41		7,945	8,121	8,173
PARIS (LAMAR CO.)			10,300 #			6,900			17,200			
NEWS	E (M-F)	Z	#	5,728	55.61		3,828	55.48		9,556	12,324	12,420
NEWS	SUN	Z	#	6,023	58.48		3,985	57.75		10,008	12,940	12,957
PLANO (COLLIN CO.)			43,200			25,600			68,800			
STAR COURIER	E (M-SAT)	Z		15,355	35.54		712	2.78		16,067	16,186	15,974
STAR COURIER	SUN	Z		16,058	37.17		828	3.23		16,886	17,004	16,772
PORT ARTHUR (JEFFERSON CO.)			42,600			7,700			50,300			
NEWS	M (M-SAT)			21,769	51.10		806	10.47		22,575	23,064	22,604
NEWS	SUN			23,103	54.23		1,088	14.13		24,191	24,700	24,048
SAN ANGELO (TOM GREEN CO.)			33,000 #			3,900			36,900			
STANDARD-TIMES	M (M-SAT)	Z	#	19,863	60.19		7,343	188.28		27,206	33,078	33,263
STANDARD-TIMES	SUN	Z	#	24,673	74.77		9,070	232.56		33,743	39,000	38,709
SAN ANTONIO (BEXAR CO.)			657,200 #						657,200			
EXPRESS-NEWS	ALL DAY (M-SAT)	Z,C	#	178,729	27.20					178,729	185,589	178,695
EXPRESS-NEWS	SUN	Z,C	#	261,588	39.80					261,588	273,227	265,715

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SAN ANTONIO (BEXAR CO.)			368,600			288,600			657,200			
LIGHT	ALL DAY (M-SAT)			122,372	33.20		30,305	10.50		152,677	165,432	167,023
LIGHT	SUN			170,988	46.39		45,872	15.89		216,860	234,011	240,773
SAN MARCOS (HAYS CO.)			8,400			13,900			22,300			
RECORD	E (TU-F)			3,400	40.48		1,513	10.88		4,913	5,028	4,813 *
RECORD	SUN			4,762	56.69		2,142	15.41		6,904	7,043	6,677 *
SEGUIN (GUADALUPE CO.)			7,200			29,200			36,400			
GAZETTE-ENTERPRISE	E (TU-F)			3,129	43.46		2,754	9.43		5,883	6,121	6,221 *
GAZETTE-ENTERPRISE	SUN			4,103	56.99		2,995	10.26		7,098	7,336	7,368 *
SHERMAN (GRAYSON CO.)			12,200			74,100			86,300			
DEMOCRAT	M (M-F)	Z		8,091	66.32		11,606	15.66		19,697	20,012	20,136
DEMOCRAT	SUN	Z		8,849	72.53		13,353	18.02		22,202	22,562	22,885
TEMPLE (BELL CO.)			24,600			79,200			103,800			
TELEGRAM	M (M-SAT)			14,239	57.88		10,321	13.03		24,560	24,794	24,901
TELEGRAM	SUN			15,987	64.99		11,490	14.51		27,477	27,742	28,039
TEXARKANA (BOWIE CO.), TX-(MILLER CO.), AR			29,700			108,600			138,300			
GAZETTE	M (M-SAT)	Z		18,137	61.07		13,687	12.60		31,824	31,959	31,993
GAZETTE	SUN	Z		19,744	66.48		15,641	14.40		35,385	35,547	36,002
TYLER (SMITH CO.)			28,600			176,700			205,300			
TELEGRAPH, COURIER-TIMES	CMB DLY	Z		20,229	70.73		22,817	12.91		43,046	43,959	43,904
TELEGRAPH	M (M-SAT)	Z		13,783	48.19		22,812	12.91		36,595	37,482	37,138
COURIER-TIMES	E (M-F)	Z		6,446	22.54		5	0.00		6,451	6,477	6,766
COURIER-TIMES-TELEGRAPH	SUN	Z		21,440	74.97		27,367	15.49		48,807	50,069	49,287
VICTORIA (VICTORIA CO.)			19,600			44,000			63,600			
ADVOCATE	M (M-SAT)	Z		14,814	75.58		19,502	44.32		34,316	36,898	35,610
ADVOCATE	SUN	Z		15,348	78.31		20,493	46.58		35,841	38,612	37,638
WACO (McLENNAN CO.)			56,400			122,800			179,200			
TRIBUNE-HERALD	M (M-SAT)			32,748	58.06		18,115	14.75		50,863	51,629	51,433
TRIBUNE-HERALD	SUN			38,434	68.15		24,385	19.86		62,819	63,804	63,408

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WICHITA FALLS (WICHITA CO.)			35,800 #			14,800			50,600			
TIMES RECORD NEWS	M (M-SAT)	Z	#	23,645	66.05		17,429	117.76		41,074	41,351	41,714
TIMES RECORD NEWS	SUN	Z	#	28,414	79.37		20,493	138.47		48,907	49,369	51,464
UTAH												
LOGAN (CACHE CO.)			12,100			11,900			24,000			
HERALD JOURNAL	E (M-F)	Z		7,096	58.64		6,792	57.08		13,888	14,018	13,606
HERALD JOURNAL	SUN	Z		7,525	62.19		6,973	58.60		14,498	14,637	14,238
OGDEN (WEBER CO.)			96,700 #						96,700			
STANDARD-EXAMINER	E (M-SAT)	Z	#	53,854	55.69					53,854	54,128	55,442
STANDARD-EXAMINER	SUN	Z	#	56,042	57.95					56,042	56,373	58,149
PROVO (UTAH CO.)			50,000			19,100			69,100			
HERALD	E (M-F)	Z		20,254	40.51		7,552	39.54		27,806	29,851	31,052
HERALD	SUN	Z		20,889	41.78		7,814	40.91		28,703	30,774	31,633
SALT LAKE CITY (SALT LAKE CO.)			282,800 #			147,700			430,500			
TRIBUNE, DESERET NEWS	CMB DLY	Z	#	141,377	49.99		23,565	15.95		164,942	170,298	169,194
TRIBUNE	M (M-SAT)	Z	#	95,219	33.67		10,778	7.30		105,997	109,523	109,423
DESERET NEWS	E (M-SAT)	Z	#	46,158	16.32		12,787	8.66		58,945	60,775	59,771
TRIBUNE, DESERET NEWS	CMB SUN	Z	#	172,337	60.94		27,879	18.88		200,216	208,030	206,585
TRIBUNE	SUN	Z	#	120,469	42.60		15,116	10.23		135,585	140,977	140,135
DESERET NEWS	SUN	Z	#	51,868	18.34		12,763	8.64		64,631	67,053	66,450
VERMONT												
BARRE-MONTPELIER (WASHINGTON CO.)			8,700			22,800			31,500			
TIMES ARGUS	E (M-SAT)			6,515	74.89		5,882	25.80		12,397	12,865	12,953
TIMES ARGUS	SUN			6,174	70.97		6,610	28.99		12,784	13,729	13,882
BENNINGTON (BENNINGTON CO.)			17,000 #						17,000			
BANNER	M (M-SAT)		#	7,313	43.02					7,313	7,780	7,725

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
BRATTLEBORO			5,100			13,500			18,600			
REFORMER	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BURLINGTON (CHITTENDEN CO.)			21,800			68,300			90,100			
FREE PRESS	M (M-SAT)			15,504	71.12		33,191	48.60		48,695	55,402	54,301
FREE PRESS	SUN			14,917	68.43		39,446	57.75		54,363	64,601	61,707
RUTLAND (RUTLAND CO.)			11,400			46,100			57,500			
HERALD	M (M-SAT)	Z		9,470	83.07		13,089	28.39		22,559	24,704	24,281
HERALD & TIMES ARGUS	SUN	Z		9,107	79.89		13,536	29.36		22,643	25,109	24,736
ST. JOHNSBURY (CALEDONIA CO.)			3,500			20,800			24,300			
CALEDONIAN-RECORD	E (M-SAT)			2,931	83.74		6,261	30.10		9,192	10,206	10,182
VIRGINIA												
ALEXANDRIA (INDEPENDENT CITY)			55,600 #						55,600			
JOURNAL	M (M-F)		#	4,906	8.82					4,906	5,226	5,485
ARLINGTON (ARLINGTON CO.)			75,900 #						75,900			
JOURNAL	M (M-F)	Z	#	8,015	10.56					8,015	8,326	8,617
BRISTOL (INDEPENDENT CITY), VA-(SULLIVAN CO.), TN			20,000			47,100			67,100			
HERALD COURIER/VIRGINIA TENNESSEAN	ALL DAY (M-F)	Z		14,603	73.02		22,198	47.13		36,801	44,437	43,761
HERALD COURIER/VIRGINIA TENNESSEAN	SAT M	Z		14,757	73.79		22,386	47.53		37,143	44,608	44,169
HERALD COURIER/VIRGINIA TENNESSEAN	SUN	Z		15,463	77.32		22,907	48.63		38,370	45,998	44,921
CHARLOTTESVILLE (INDEPENDENT CITY)			65,400 #						65,400			
PROGRESS	E (M-SAT)	Z	#	32,560	49.79					32,560	33,452	31,887
PROGRESS	SUN	Z	#	33,066	50.56					33,066	34,638	34,097
COVINGTON (INDEPENDENT CITY)			2,900 #			8,300			11,200			
VIRGINIAN REVIEW	E (M-SAT)	Z	#	2,713	93.55		5,432	65.45		8,145	8,985	8,769

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CULPEPER (CULPEPER CO.)			20,300 #						20,300			
STAR-EXPONENT	M (M-SAT)		#	6,763	33.32					6,763	7,447	7,715
DANVILLE (PITTSYLVANIA CO.)			23,900			24,500			48,400			
REGISTER & BEE	M (M-SAT)	Z		14,899	62.34		8,039	32.81		22,938	23,141	22,476
REGISTER	SUN	Z		18,152	75.95		9,627	39.29		27,779	27,993	27,552
FREDERICKSBURG (INDEPENDENT CITY)			51,500 #						51,500			
FREE LANCE-STAR	E (M-SAT)	Z	#	35,480	68.89					35,480	40,769	39,168
HARRISONBURG (INDEPENDENT CITY)			9,900			41,000			50,900			
NEWS-RECORD	M (M-SAT)			8,393	84.78		20,282	49.47		28,675	30,967	30,751
HOPEWELL (INDEPENDENT CITY)			9,100			20,000			29,100			
NEWS	E (M-F)			4,878	53.60		2,090	10.45		6,968	7,094	6,949
LYNCHBURG (INDEPENDENT CITY)			35,300 #			30,800			66,100			
NEWS & ADVANCE	ALL DAY (M-F)	Z	#	24,680	69.92		13,408	43.53		38,088	41,380	41,560
NEWS & ADVANCE	SAT M	Z	#	24,005	68.00		13,197	42.85		37,202	40,504	40,837
NEWS & ADVANCE	SUN	Z	#	26,391	74.76		14,241	46.24		40,632	44,273	44,526
MANASSAS (INDEPENDENT CITY)			19,100			13,700			32,800			
JOURNAL MESSENGER	E (M-SAT)			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
MARTINSVILLE (INDEPENDENT CITY)			7,500			23,400			30,900			
BULLETIN	E (M-F)			5,131	68.41		13,891	59.36		19,022	19,233	17,661
BULLETIN	SUN			4,929	65.72		15,488	66.19		20,417	20,647	19,102
NEWPORT NEWS-HAMPTON-WILLIAMSBURG-POQUOSON (INDEPENDENT CITIES)			168,100 #						168,100			
PRESS, TIMES-HERALD	CMB DLY	C	#	103,023	61.29					103,023	107,684	106,977
PRESS	M (M-F)	C	#	77,565	46.14					77,565	82,204	77,592
TIMES-HERALD	E (M-F)	C	#	25,458	15.14					25,458	25,480	29,385
PRESS	SAT M	C	#	96,805	57.59					96,805	101,409	100,630
PRESS	SUN	C	#	117,909	70.14					117,909	122,905	116,884

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
NORFOLK-PORTSMOUTH-VIRGINIA BEACH-CHESAPEAKE (INDEPENDENT CITIES)			326,600 #			222,700			549,300			
VIRGINIAN-PILOT, LEDGER-STAR	CMB DLY	Z,C	#	207,701	63.59		18,930	8.50		226,631	230,836	231,000
VIRGINIAN-PILOT	M (M-F)	Z,C	#	130,482	39.95		18,546	8.33		149,028	153,181	150,958
LEDGER-STAR	E (M-F)	Z,C	#	77,219	23.64		384	0.17		77,603	77,655	80,042
VIRGINIAN-PILOT/LEDGER-STAR	SAT M	Z,C	#	214,991	65.83		20,320	9.12		235,311	239,726	237,958
VIRGINIAN-PILOT/LEDGER-STAR	SUN	Z,C	#	213,970	65.51		22,396	10.06		236,366	241,549	235,532
PETERSBURG (DINWIDDIE CO.)			27,300			48,800			76,100			
PROGRESS-INDEX	E (M-SAT)	Z		11,734	42.98		8,234	16.87		19,968	20,663	20,730
PROGRESS-INDEX	SUN	Z		12,008	43.99		8,648	17.72		20,656	21,361	21,424
RICHMOND (INDEPENDENT CITY)			254,600 #			145,000			399,600			
TIMES-DISPATCH, NEWS-LEADER	CMB DLY	C	#	184,788	72.58		49,071	33.84		233,859	247,139	248,151
TIMES-DISPATCH	M (M-SAT)	C	#	95,263	37.42		35,485	24.47		130,748	143,141	142,151
NEWS-LEADER	E (M-SAT)	C	#	89,525	35.16		13,586	9.37		103,111	103,998	106,000
TIMES-DISPATCH	SUN	C	#	177,349	69.66		61,633	42.51		238,982	259,093	249,763
ROANOKE (INDEPENDENT CITY)			89,200 #			182,700			271,900			
TIMES & WORLD-NEWS	CMB DLY	Z	#	61,875	69.37		55,159	30.19		117,034	119,297	121,767
TIMES & WORLD-NEWS	M (M-F)	Z	#	26,918	30.18		52,332	28.64		79,250	81,472	81,150
TIMES & WORLD-NEWS	E (M-F)	Z	#	34,957	39.19		2,827	1.55		37,784	37,825	40,617
TIMES & WORLD-NEWS	SAT M	Z	#	64,229	72.01		58,702	32.13		122,931	125,300	125,225
TIMES & WORLD-NEWS	SUN	Z	#	62,917	70.53		61,079	33.43		123,996	126,795	125,982
SPRINGFIELD (FAIRFAX CO.)			354,600 #						354,600			
FAIRFAX JOURNAL	M (M-F)	Z	#	53,072	14.97					53,072	55,158	56,447
STAUNTON (INDEPENDENT CITY)			11,500			33,700			45,200			
NEWS-LEADER	M (M-SAT)	Z		7,768	67.55		10,105	29.99		17,873	18,406	17,850
NEWS-LEADER	SUN	Z		8,711	75.75		12,888	38.24		21,599	22,417	21,695
STRASBURG (SHENANDOAH CO.)			49,500 #						49,500			
NORTHERN VIRGINIA DAILY	M (M-SAT)	Z	#	14,345	28.98					14,345	15,380	14,645
SUFFOLK (INDEPENDENT CITY)			18,600 @						18,600			
NEWS-HERALD	E (M-F)		@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-HERALD	SUN		@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WAYNESBORO (INDEPENDENT CITY)			9,400			10,500			19,900			
NEWS-VIRGINIAN	E (M-SAT)			7,516	79.96		2,692	25.64		10,208	11,042	11,431
WINCHESTER (INDEPENDENT CITY)			9,400 #			17,500			26,900			
STAR	E (M-F)		#	6,934	73.77		11,179	63.88		18,113	20,997 (b)	
STAR	SAT M		#	7,964	84.72		13,001	74.29		20,965	25,400 (b)	
STAR	E (M-SAT)		#									21,772
WOODBRIDGE (PRINCE WILLIAM CO.)			45,600 #						45,600			
POTOMAC NEWS	E (M-SAT)	Z	#	20,217	44.34					20,217	25,500 *	23,516 *
WASHINGTON												
ABERDEEN (GRAYS HARBOR CO.)			11,500			18,200			29,700			
WORLD	E (M-SAT)	Z		7,822	68.02		9,314	51.18		17,136	17,370	17,594
WORLD	SUN	Z		7,759	67.47		9,482	52.10		17,241	17,476	17,436
BELLEVUE (KING CO.)			130,300 #						130,300			
JOURNAL-AMERICAN	M (M-SAT)		#	31,516	24.19					31,516	31,900	26,459
JOURNAL-AMERICAN	SUN		#	31,202	23.95					31,202	31,546	26,194
BELLINGHAM (WHATCOM CO.)			19,700			27,900			47,600			
HERALD	E (M-SAT)	Z		12,648	64.20		12,409	44.48		25,057	25,804 *	24,574
HERALD	SUN	Z		14,850	75.38		15,319	54.91		30,169	32,043 *	29,603
BREMERTON (KITSAP CO.)			38,500			32,900			71,400			
SUN	E (M-SAT)	Z		24,498	63.63		16,446	49.99		40,944	41,244	40,049
CENTRALIA-CHEHALIS (LEWIS CO.)			9,100			22,600			31,700			
CHRONICLE	E (M-SAT)			5,833	64.10		8,723	38.60		14,556	14,861	14,533
EVERETT (SNOHOMISH CO.)			37,800			146,700			184,500			
HERALD	E (M-SAT)	Z		19,253	50.93		34,349	23.41		53,602	54,242	54,122
HERALD	SUN	Z		22,929	60.66		40,559	27.65		63,488	64,409	61,739
KENT (KING CO.)			124,700 #						124,700			
VALLEY NEWS	M (M-F)	Z	#	30,400	24.38					30,400	30,634	29,545
VALLEY NEWS	SUN	Z	#	31,322	25.12					31,322	31,555	30,251

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LONGVIEW (COWLITZ CO.)			19,300			19,600			38,900			
NEWS	E (M-SAT)	Z		15,067	78.07		8,535	43.55		23,602	24,387	24,619
MOUNT VERNON (SKAGIT CO.)			29,500 #						29,500			
VALLEY HERALD	E (M-SAT)		#	16,575	56.19					16,575	17,714	17,491
OLYMPIA (THURSTON CO.)			25,000			50,300			75,300			
OLYMPIAN	M (M-SAT)	Z		19,212	76.85		11,967	23.79		31,179	31,792 * (b)	
OLYMPIAN	E (M-SAT)	Z										30,165 *
OLYMPIAN	SUN	Z		22,497	89.99		14,377	28.58		36,874	37,788 *	35,135 *
PASCO (FRANKLIN CO.)-KENNEWICK-RICHLAND (BENTON CO.)			38,800 #			16,700			55,500			
TRI-CITY HERALD	M (M-SAT)	Z	#	27,792	71.63		4,698	28.13		32,490	34,693	32,825
TRI-CITY HERALD	SUN	Z	#	30,426	78.42		5,148	30.83		35,574	38,107	36,060
PORT ANGELES (CLALLAM CO.)			7,400			15,300			22,700			
PENINSULA NEWS	E (M-F)			5,452	73.68		7,032	45.96		12,484	13,727	13,025
PENINSULA NEWS	SUN			5,975	80.74		7,866	51.41		13,841	15,276	14,317
SEATTLE (KING CO.)			636,600 #						636,600			
POST-INTELLIGENCER, TIMES	CMB DLY	Z,C	#	360,278	56.59					360,278	439,352	436,666
POST-INTELLIGENCER	M (M-F)	Z,C	#	145,270	22.82					145,270	205,357	203,560
TIMES	E (M-F)	Z,C	#	215,008	33.77					215,008	233,995	233,106
POST-INTELLIGENCER, TIMES	CMB SAT	Z,C	#	338,268	53.14					338,268	411,317	409,430
POST-INTELLIGENCER	SAT M	Z,C	#	126,223	19.83					126,223	179,844	178,153
TIMES	SAT M	Z,C	#	212,045	33.31					212,045	231,473	231,277
TIMES/POST-INTELLIGENCER	SUN	Z,C	#	396,218	62.24					396,218	510,290	503,495
SPOKANE (SPOKANE CO.)			118,900			175,100			294,000			
SPOKESMAN-REVIEW, CHRONICLE	CMB DLY			67,898	57.11		48,455	27.67		116,353	121,590	123,186
SPOKESMAN-REVIEW	M (M-F)			48,081	40.44		44,937	25.66		93,018	98,195	97,128
CHRONICLE	E (M-F)			19,817	16.67		3,518	2.01		23,335	23,395	26,058
SPOKESMAN-REVIEW	SAT M			71,248	59.92		56,203	32.10		127,451	134,440	131,407
SPOKESMAN-REVIEW	SUN			75,949	63.88		61,696	35.23		137,645	145,507	141,543
TACOMA (PIERCE CO.)			143,500 #			69,800			213,300			
NEWS TRIBUNE	M (M-SAT)	Z,C	#	70,567	49.18		33,925	48.60		104,492	117,881	118,807
NEWS TRIBUNE	SUN	Z,C	#	79,269	55.24		40,769	58.41		120,038	134,866	129,380

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VANCOUVER (CLARK CO.)			84,700 #						84,700			
COLUMBIAN	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
COLUMBIAN	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WALLA WALLA (WALLA WALLA CO.)			13,700			10,100			23,800			
UNION BULLETIN	E (M-F)	Z		10,093	73.67		4,750	47.03		14,843	15,071	14,987
UNION BULLETIN	SUN	Z		10,408	75.97		4,979	49.30		15,387	15,704	15,607
WENATCHEE (CHELAN CO.)			16,100			47,300			63,400			
WORLD	E (M-F)	Z		12,191	75.72		15,166	32.06		27,357	27,892	27,083
WORLD	SUN	Z		13,617	84.58		16,578	35.05		30,195	30,878	29,984
YAKIMA (YAKIMA CO.)			35,400 #			35,000			70,400			
HERALD-REPUBLIC	ALL DAY (M-SAT)	Z	#	21,429	60.53		15,633	44.67		37,062	40,360	39,790
HERALD-REPUBLIC	SUN	Z	#	22,601	63.84		16,599	47.43		39,200	43,037	732
WEST VIRGINIA												
BECKLEY (RALEIGH CO.)			87,100 #						87,100			
REGISTER/HERALD	M (M-SAT)	Z	#	32,170	36.93					32,170	33,908 *	33,494 *
REGISTER/HERALD	SUN	Z	#	32,803	37.66					32,803	34,554 *	34,344 *
BLUEFIELD (MERCER CO.)			77,000 #						77,000			
TELEGRAPH	M (M-SAT)		#	23,813	30.93					23,813	24,283	24,373
TELEGRAPH	SUN		#	25,579	33.22					25,579	26,040	26,661
CHARLESTON (KANAWHA CO.)			197,200 #						197,200			
GAZETTE, MAIL	CMB DLY	Z	#	97,498	49.44					97,498	105,376	106,668
GAZETTE	M (M-SAT)	Z	#	48,724	24.71					48,724	55,023	55,673
MAIL	E (M-SAT)	Z	#	48,774	24.73					48,774	50,353	50,995
GAZETTE-MAIL	SUN	Z	#	96,143	48.75					96,143	104,940	106,096

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CLARKSBURG (HARRISON CO.)			14,200			52,300			66,500			
EXPONENT, TELEGRAM	CMB DLY	Z		9,834	69.25		10,864	20.77		20,698	21,614	21,997
EXPONENT	M (TU-SAT)	Z		2,159	15.20		3,797	7.26		5,956	6,665	6,785
TELEGRAM	E (M-SAT)	Z		7,675	54.05		7,067	13.51		14,742	14,949	15,212
EXPONENT-TELEGRAM	SUN	Z		10,418	73.37		12,474	23.85		22,892	24,537	24,911
ELKINS (RANDOLPH CO.)			3,000			11,400			14,400			
INTER-MOUNTAIN	E (M-SAT)	Z		2,919	97.30		5,473	48.01		8,392	11,697	11,693
FAIRMONT (MARION CO.)			12,900			18,500			31,400			
TIMES-WEST VIRGINIAN	M (M-SAT)			8,450	65.50		5,451	29.46		13,901	15,018	15,147
TIMES-WEST VIRGINIAN	SUN			8,904	69.02		5,904	31.91		14,808	15,988	16,111
HUNTINGTON (CABELL CO.)			48,700			77,200			125,900			
HERALD-DISPATCH	M (M-SAT)	C		26,410	54.23		13,995	18.13		40,405	42,902	42,709
HERALD-DISPATCH	SUN	C		30,438	62.50		16,263	21.07		46,701	49,478	48,941
LOGAN (LOGAN CO.)			1,100			16,100			17,200			
BANNER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BANNER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MARTINSBURG (BERKELEY CO.)			6,000			33,400			39,400			
JOURNAL	M (M-SAT)	Z		5,076	84.60		13,194	39.50		18,270	18,847 (b)	
JOURNAL	E (M-SAT)	Z										19,307
JOURNAL	SUN	Z		4,924	82.07		13,599	40.72		18,523	19,146	19,102
MORGANTOWN (MONONGALIA CO.)			19,000			24,900			43,900			
DOMINION-POST	M (M-SAT)	Z		10,015	52.71		8,064	32.39		18,079	21,342	22,387
DOMINION-POST	SUN	Z		12,046	63.40		10,613	42.62		22,659	28,217	28,937
PARKERSBURG (WOOD CO.)			28,100			47,300			75,400			
NEWS, SENTINEL	CMB DLY			20,589	73.27		12,775	27.01		33,364	35,020	35,499
NEWS	M (M-SAT)			11,414	40.62		8,791	18.59		20,205	21,722	21,673
SENTINEL	E (M-SAT)			9,175	32.65		3,984	8.42		13,159	13,298	13,826
NEWS	SUN			20,631	73.42		17,484	36.96		38,115	40,966	40,297
WEIRTON (HANCOCK CO.)			9,100			7,900			17,000			
TIMES	E (M-SAT)			6,441	70.78		1,407	17.81		7,848	8,367	8,188

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WHEELING (OHIO CO.)			36,600			64,600			101,200			
INTELLIGENCER, NEWS-REGISTER	CMB DLY	Z		25,788	70.46		15,609	24.16		41,397	48,720	48,203
INTELLIGENCER	M (M-F)	Z		9,258	25.30		8,562	13.25		17,820	24,483	23,827
NEWS-REGISTER	E (M-F)	Z		16,530	45.16		7,047	10.91		23,577	24,237	24,376
INTELLIGENCER	SAT M	Z		22,674	61.95		16,079	24.89		38,753	46,098	45,775
NEWS-REGISTER	SUN	Z		26,782	73.17		21,650	33.51		48,432	58,108	57,444
WILLIAMSON (MINGO CO.)			47,100 #						47,100			
NEWS	E (M-SAT)		#	10,882	23.10					10,882	11,216	11,486
WISCONSIN												
APPLETON (OUTAGAMIE CO.)-NEENAH-MENASHA (WINNEBAGO CO.)			55,400			45,500			100,900			
POST-CRESCENT	E (M-SAT)	Z		31,957	57.68		21,006	46.17		52,963	53,984	53,136
POST-CRESCENT	SUN	Z		39,145	70.66		26,901	59.12		66,046	69,576	68,166
EAU CLAIRE (EAU CLAIRE CO.)			25,500			65,900			91,400			
LEADER-TELEGRAM	E (M-F)	Z		15,316	60.06		15,118	22.94		30,434	32,164	32,498
LEADER-TELEGRAM	SAT M	Z		16,631	65.22		17,390	26.39		34,021	36,040	36,057
LEADER-TELEGRAM	SUN	Z		17,579	68.94		19,189	29.12		36,768	39,159	38,874
FOND DU LAC (FOND DU LAC CO.)			16,400			40,100			56,500			
REPORTER	E (M-F)			9,976	60.83		9,598	23.94		19,574	19,946	19,438
REPORTER	SUN			10,641	64.88		10,119	25.23		20,760	21,132	20,841
GREEN BAY (BROWN CO.)			60,900			53,400			114,300			
PRESS-GAZETTE	E (M-SAT)	Z		36,212	59.46		19,851	37.17		56,063	58,651	56,723
PRESS-GAZETTE	SUN	Z		43,963	72.19		29,086	54.47		73,049	84,934	81,328
JANESVILLE (ROCK CO.)			20,500			63,800			84,300			
GAZETTE	E (M-SAT)	Z		13,327	65.01		13,524	21.20		26,851	27,491	27,000 *
GAZETTE	SUN	Z		13,618	66.43		14,140	22.16		27,758	28,549	27,838 *
KENOSHA (KENOSHA CO.)			29,800			15,100			44,900			
NEWS	E (M-F)	Z		21,770	73.05		6,334	41.95		28,104	28,771	28,401
NEWS	SAT M	Z		21,507	72.17		6,454	42.74		27,961	28,727	28,327
NEWS	SUN	Z		22,920	76.91		7,010	46.42		29,930	30,793	30,156

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					RATIO			RATIO	TOTAL NDM OR		TOTAL CIRCULATION	
		SPECIAL	CZ OR NDM		CIRC/OH'S	RTZ OR NDM		CIRC/OH'S	CZ & RTZ		AS OF	AS OF
		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	9/30/90	9/30/89
LA CROSSE (LA CROSSE CO.)			29,500			62,100			91,600			
TRIBUNE	E (M-SAT)	Z		18,773	63.64		16,183	26.06		34,956	35,872	34,918
TRIBUNE	SUN	Z		19,726	66.87		18,347	29.54		38,073	39,232	38,620
MADISON (DANE CO.)			98,800			159,200			258,000			
STATE JOURNAL, CAPITAL TIMES	CMB DLY	Z		55,051	55.72		43,772	27.49		98,823	107,692	110,522
STATE JOURNAL	M (M-F)	Z		38,537	39.01		35,637	22.39		74,174	82,594	83,396
CAPITAL TIMES	E (M-F)	Z		16,514	16.71		8,135	5.11		24,649	25,098	27,126
STATE JOURNAL, CAPITAL TIMES	CMB SAT	Z		58,114	58.82		48,389	30.40		106,503	115,325	115,534
STATE JOURNAL	SAT M	Z		40,683	41.18		39,435	24.77		80,118	88,500	87,726
CAPITAL TIMES	SAT E	Z		17,431	17.64		8,954	5.62		26,385	26,825	27,808
STATE JOURNAL	SUN	Z		67,563	68.38		72,823	45.74		140,386	155,571	152,339
MANITOWOC-TWO RIVERS (MANITOWOC CO.)			18,300			12,100			30,400			
HERALD TIMES REPORTER	E (M-SAT)	Z		12,025	65.71		4,835	39.96		16,860	17,672	17,138
HERALD TIMES REPORTER	SUN	Z		11,933	65.21		4,828	39.90		16,761	17,573	17,037
MARINETTE (MARINETTE CO.)			5,100			25,800			30,900			
EAGLE-STAR	E (M-SAT)			3,491	68.45		5,084	19.71		8,575	8,701	8,792
MARSHFIELD (WOOD CO.)			8,400			25,300			33,700			
NEWS-HERALD	E (M-SAT)	Z		5,917	70.44		9,030	35.69		14,947	15,661 *	15,503 *
MILWAUKEE (MILWAUKEE CO.)			544,100 #			262,700			806,800			
SENTINEL, JOURNAL	CMB DLY	Z,C	#	360,158	66.19		29,604	11.27		389,762	442,010	453,996
SENTINEL	M (M-F)	Z,C	#	123,300	22.66		14,935	5.69		138,235	176,549	178,364
JOURNAL	E (M-F)	Z,C	#	236,858	43.53		14,669	5.58		251,527	265,461	275,632
SENTINEL, JOURNAL	CMB SAT	Z,C	#	341,460	62.76		28,632	10.90		370,092	419,022	431,482
SENTINEL	SAT M	Z,C	#	117,654	21.62		14,334	5.46		131,988	168,412	171,133
JOURNAL	SAT E	Z,C	#	223,806	41.13		14,298	5.44		238,104	250,610	260,349
JOURNAL	SUN	Z,C	#	386,897	71.11		51,827	19.73		438,724	505,074	505,351
OSHKOSH (WINNEBAGO CO.)			25,100			49,400			74,500			
NORTHWESTERN	E (M-SAT)	Z		16,624	66.23		8,129	16.46		24,753	25,268	25,205
NORTHWESTERN	SUN	Z		18,216	72.57		9,553	19.34		27,769	28,437	28,222
RACINE (RACINE CO.)			49,900			14,900			64,800			
JOURNAL TIMES	M (M-SAT)	Z		31,267	62.66		4,260	28.59		35,527	36,058	35,434
JOURNAL TIMES	SUN	Z		32,711	65.55		4,580	30.74		37,291	37,838	37,759

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
SHEBOYGAN (SHEBOYGAN CO.)			19,200			19,800			39,000			
PRESS	E (M-SAT)	Z		13,836	72.06		9,811	49.55		23,647	26,904	27,091
PRESS	SUN	Z		14,038	73.11		10,087	50.94		24,125	27,359	27,411
STEVENS POINT (PORTAGE CO.)			11,400			11,100			22,500			
JOURNAL	E (M-SAT)	Z		7,221	63.34		6,175	55.63		13,396	14,096	14,095
WAUKESHA (WAUKESHA CO.)			21,300 #			41,400			62,700			
FREEMAN	E (M-SAT)	Z	#	11,597	54.45		8,830	21.33		20,427	22,299	22,970
WAUSAU (MARATHON CO.)			22,400			22,400			44,800			
HERALD	E (M-SAT)	Z		13,461	60.09		10,661	47.59		24,122	25,257 *	24,303
HERALD	SUN	Z		12,436	55.52		10,510	46.92		22,946	29,295 *	26,782
WEST BEND (WASHINGTON CO.)			9,100			22,600			31,700			
NEWS	E (M-F)			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
WISCONSIN RAPIDS (WOOD CO.)			13,200			9,900			23,100			
TRIBUNE	E (M-SAT)	Z		8,929	67.64		4,314	43.58		13,243	13,705 *	13,184 *
WYOMING												
CASPER (NATRONA CO.)			19,100			49,200			68,300			
STAR-TRIBUNE	M (M-SAT)			15,319	80.20		9,194	18.69		24,513	34 721	35,450
STAR-TRIBUNE	SUN			17,092	89.49		10,718	21.78		27,810	39,058	38,880
CHEYENNE (LARAMIE CO.)			20,700			32,400			53,100			
EAGLE, STATE TRIBUNE	CMB DLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EAGLE	M (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
STATE TRIBUNE	E (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TRIBUNE-EAGLE	SUN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LARAMIE (ALBANY CO.)			10,400			5,700			16,100			
BOOMERANG	M (TU-SAT)	Z		6,225	59.86		479	8.40		6,704	7,211	7,308
BOOMERANG	SUN	Z		6,244	60.04		476	8.35		6,720	7,271	7,357

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	SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ROCK SPRINGS (SWEETWATER CO.)		8,200			29,700			37,900			
ROCKET-MINER	M (TU-SAT)		4,631	56.48		1,879	6.33		6,510	6,830	6,814
SHERIDAN (SHERIDAN CO.)		6,700			5,900			12,600			
PRESS	E (M-SAT)		4,910	73.28		1,002	16.98		5,912	6,422	6,683
WORLAND (WASHAKIE CO.)		2,300			6,000			8,300			
NORTHERN NEWS	M (TU-SAT)		1,900	82.61		1,615	26.92		3,515	3,808	3,833
BAHAMAS											
NASSAU		30,106 @						30,106			
GUARDIAN	M (M-F)	@	14,151	47.00					14,151	14,954	13,776
GUARDIAN	SAT M	@	10,529	34.97					10,529	11,435	13,776
BERMUDA											
HAMILTON		18,449 @						18,449			
ROYAL GAZETTE	M (M-SAT)	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PUERTO RICO											
SAN JUAN		331,500			95,000			426,500			
EL MUNDO	M (M-SAT)		26,980	8.14		3,936	4.14		30,916	61,848	
EL MUNDO	SUN		26,852	8.10		4,211	4.43		31,063	63,409	
EL NUEVO DIA	M (M-SAT)		114,914	34.66		19,303	20.32		134,217	211,102	195,251
EL NUEVO DIA	SUN		117,441	35.43		22,727	23.92		140,168	224,225	205,067
EL VOCERO	M (M-F)		91,727	27.67		25,293	26.62		117,020	259,121	249,470
EL VOCERO	SAT		62,451	18.84		18,837	19.83		81,288	191,457	192,268
STAR	M (M-SAT)		28,537	8.61		1,317	1.39		29,854	37,620	35,883
STAR	SUN		27,140	8.19		1,372	1.44		28,512	37,071	36,194

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CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 9/30/90	9/30/89
ALMEDA NEWSPAPER GROUP	M (M-SAT)	113,653	108,127(a)
ALMEDA NEWSPAPER GROUP	SUN	117,302	110,703(a)
BAND	E (M-SAT)	NOT COMPLETE	540,141
BAND	SAT	NOT COMPLETE	233,756
BAND	SUN	NOT COMPLETE	262,722
BOOTH-MICHIGAN NEWSPAPER GROUP	E (M-SAT)	NOT COMPLETE	545,180
BOOTH-MICHIGAN NEWSPAPER GROUP	SUN	NOT COMPLETE	662,501
THE CAJUN GROUP	M (M-SAT) & E (M-SAT)	44,712	57,591
THE CAJUN GROUP	SUN	53,588	67,798
CALIFORNIA AD GROUP	E (M-F)	62,304	61,532
CALIFORNIA AD GROUP	SAT	37,964	36,717
CALIFORNIA AD GROUP	SUN	31,408	31,216
CONTRA COSTA DAILY GROUP	M (M-SAT) & E (M-F)	177,020	171,763
CONTRA COSTA DAILY GROUP	SAT M	22,313	22,575
CONTRA COSTA DAILY GROUP	SUN	191,338	185,496
COPLEY CHICAGO ZONE	E	170,027	170,977
COPLEY CHICAGO ZONE	SUN/WKND	170,658	171,638
COPLEY LOS ANGELES NEWSPAPERS	E (M-SAT)	130,888	130,132
COPLEY LOS ANGELES NEWSPAPERS	SUN	124,160	124,837
DONREY ARKANSAS METRO GROUP	M (M-F), E (M-F) & ALL DAY (M-SAT)	71,984	69,238
DONREY ARKANSAS METRO GROUP	SUN	80,166	77,204
ESSEX COUNTY NEWSPAPERS, INC.	E (M-SAT)	37,374	37,229

CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 9/30/90	9/30/89
GANNETT MICHIGAN	M (M-SAT) & E (M-SAT)	129,178	127,966
GANNETT MICHIGAN	SAT		29,943
GANNETT MICHIGAN	SUN	165,669	160,675
GREATER CLEVELAND NEWSPAPER NETWORK	M (M-SAT) & E (M-SAT)	NOT COMPLETE	334,170
GREATER CLEVELAND NEWSPAPER NETWORK	SUN	NOT COMPLETE	301,999
GREATER PHILADELPHIA NEWSPAPERS	M (M-F) & E (M-F)	143,574	146,639
GREATER PHILADELPHIA NEWSPAPERS	SUN	159,720	161,235
IDAHO TRIANGLE NEWSPAPER GROUP	M (M-SAT) & E (M-F)	65,017	
IDAHO TRIANGLE NEWSPAPER GROUP	SUN	69,008	
IMPERIAL VALLEY UNIT	E (M-F)	16,353	16,527
IMPERIAL VALLEY UNIT	SUN	16,935	16,787
JOURNAL SUBURBAN NEWSPAPER GROUP - MARYLAND	M (M-F)	80,851	80,465
JOURNAL SUBURBAN NEWSPAPER GROUP - VIRGINIA	M (M-F)	68,710	70,549
JOURNAL SUBURBAN NEWSPAPER GROUP - VIRGINIA/MARYLAND	M (M-F)	149,561	151,014
KNIGHT-RIDDER	M (M-F) & E (M-F)	NOT COMPLETE	737,032
KNIGHT-RIDDER	SAT	NOT COMPLETE	599,130
KNIGHT-RIDDER	SUN	NOT COMPLETE	997,587
LOS ANGELES NEWSPAPER NETWORK	M (M,W,TH, FRI & SAT)	41,092	
LOS ANGELES NEWSPAPER NETWORK	TUE	35,756	
LOS ANGELES NEWSPAPER NETWORK	M (M-SAT) & E (M-SAT)	81,415	
LOS ANGELES NEWSPAPER NETWORK	SUN	129,563	
MIDLAND-HURON GROUP	E	26,084	25,879
MIDLAND-HURON GROUP	SUN	14,994(b)	

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		TOTAL CIRCULATION AS OF	
CONSOLIDATED NEWSPAPER GROUP		9/30/90	9/30/89
MIDLAND-ODESSA METRO GROUP	E (M-SAT)	51,604(b)	
MIDLAND-ODESSA METRO GROUP	M (M-F) & E (M-F)		51,529
MIDLAND-ODESSA METRO GROUP	SAT		28,591
MIDLAND-ODESSA METRO GROUP	SUN	65,982	66,942
MOLINE-ROCK ISLAND QUAD CITIES METRO UNIT	E (M-SAT)	45,435	44,950
MOLINE-ROCK ISLAND QUAD CITIES METRO UNIT	SUN	54,530	54,081
MONTANA NEWSPAPER GROUP	M (M-SAT)	147,810	147,489
MONTANA NEWSPAPER GROUP	SUN	165,704	162,531
NATIONAL TURF DAILIES	MON	72,467	82,423
NATIONAL TURF DAILIES	TUE	7,665	10,608
NATIONAL TURF DAILIES	M (TU-F)	66,943	70,184
NATIONAL TURF DAILIES	M (W-F)	26,388	25,975
NATIONAL TURF DAILIES	SAT	158,987	166,850
NATIONAL TURF DAILIES	SUN	137,006	135,630
NORTH JERSEY NEWSPAPERS	ALL DAY (M-SAT) & M (M-SAT)	140,260	140,669
NORTH JERSEY NEWSPAPERS	SUN	55,211	54,141
NORTHEASTERN OHIO NEWSPAPERS	M (M-SAT) & E (M-SAT)	31,913	31,362
NORTHEASTERN OHIO NEWSPAPERS	SUN	30,239	30,034
NORTHERN CALIFORNIA METRO MARKET GROUP	E (M-SAT)	NOT COMPLETE	85,502
NORTHERN CALIFORNIA METRO MARKET GROUP	SUN	NOT COMPLETE	65,841
PORT ARTHUR/ORANGE GROUP	M (M-SAT) & E (M-SAT)	33,341	
PORT ARTHUR/ORANGE GROUP	SUN	37,306	
PRO GROUP	ALL DAY (M-SAT) & E (M-SAT)	92,552(b)	
PRO GROUP	M (M-F) & E		93,820
PRO GROUP	SAT		83,096
PRO GROUP	SUN	95,624	97,494
PRO GROUP PLUS	ALL DAY (M-SAT) & E (M-SAT)	119,952(b)	
PRO GROUP PLUS	M (M-F) & E		119,686
PRO GROUP PLUS	SAT		83,096
PRO GROUP PLUS	SUN	125,644	125,698
RIO GRANDE VALLEY	M (M-SAT) & E	NOT COMPLETE	69,709
RIO GRANDE VALLEY	SUN	NOT COMPLETE	83,111
THE RUTLAND HERALD AND THE TIMES ARGUS	M (M-SAT) & E (M-SAT)	37,569	37,234
THE RUTLAND HERALD AND THE TIMES ARGUS	SUN	38,838	38,618
SHERMAN/DENISON METRO GROUP	M (M-F) & E (M-F)	31,900	32,182
SHERMAN/DENISON METRO GROUP	SUN	35,836	36,317
SOUTHERN CONNECTICUT NEWSPAPERS INC.	ALL DAY (M-F)	44,391	44,188
SOUTHERN CONNECTICUT NEWSPAPERS INC.	SAT	41,377	41,773
SOUTHERN CONNECTICUT NEWSPAPERS INC.	SUN	53,796	52,019
SUN COAST MEDIA GROUP	M (M, W & SAT)	NOT COMPLETE	
SUN COAST MEDIA GROUP	SUN	NOT COMPLETE	
TEMPLE/KILLEEN METRO GROUP	M (M-SAT)	41,200	41,630
TEMPLE/KILLEEN METRO GROUP	SUN	47,040	48,042
TREASURE COAST GROUP	M (M-SAT)	78,725	73,530
TREASURE COAST GROUP	SUN	89,592	83,395
U-BIE GROUP	M (M-SAT) & E (M-SAT)	183,718	182,207
U-BIE GROUP	SUN	211,013	209,204
UNYT:NEW YORK ADI	M (M-F) & E (M-SAT)	604,468	593,088
UNYT:NEW YORK ADI	SAT	428,969	494,826
UNYT:NEW YORK ADI	SUN	782,733	762,912

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CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 9/30/90	9/30/89
VALUABLE VENTURA COUNTY GROUP	E (M-SAT)	108,451	107,800
VALUABLE VENTURA COUNTY GROUP	SUN	116,700	117,469
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	E (M-SAT)	165,059	164,702
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN	193,858	187,427
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	M (M-SAT) & E (M-SAT)	211,293	209,304
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN	255,023	248,996
WHEELING METRO COMBO	M (M-F) & E	69,954	69,145
WHEELING METRO COMBO	SAT	46,098(b)	
WHEELING METRO COMBO	SUN	81,369	80,186
WITWER NEWSPAPERS	E (M-SAT)	14,214	13,955

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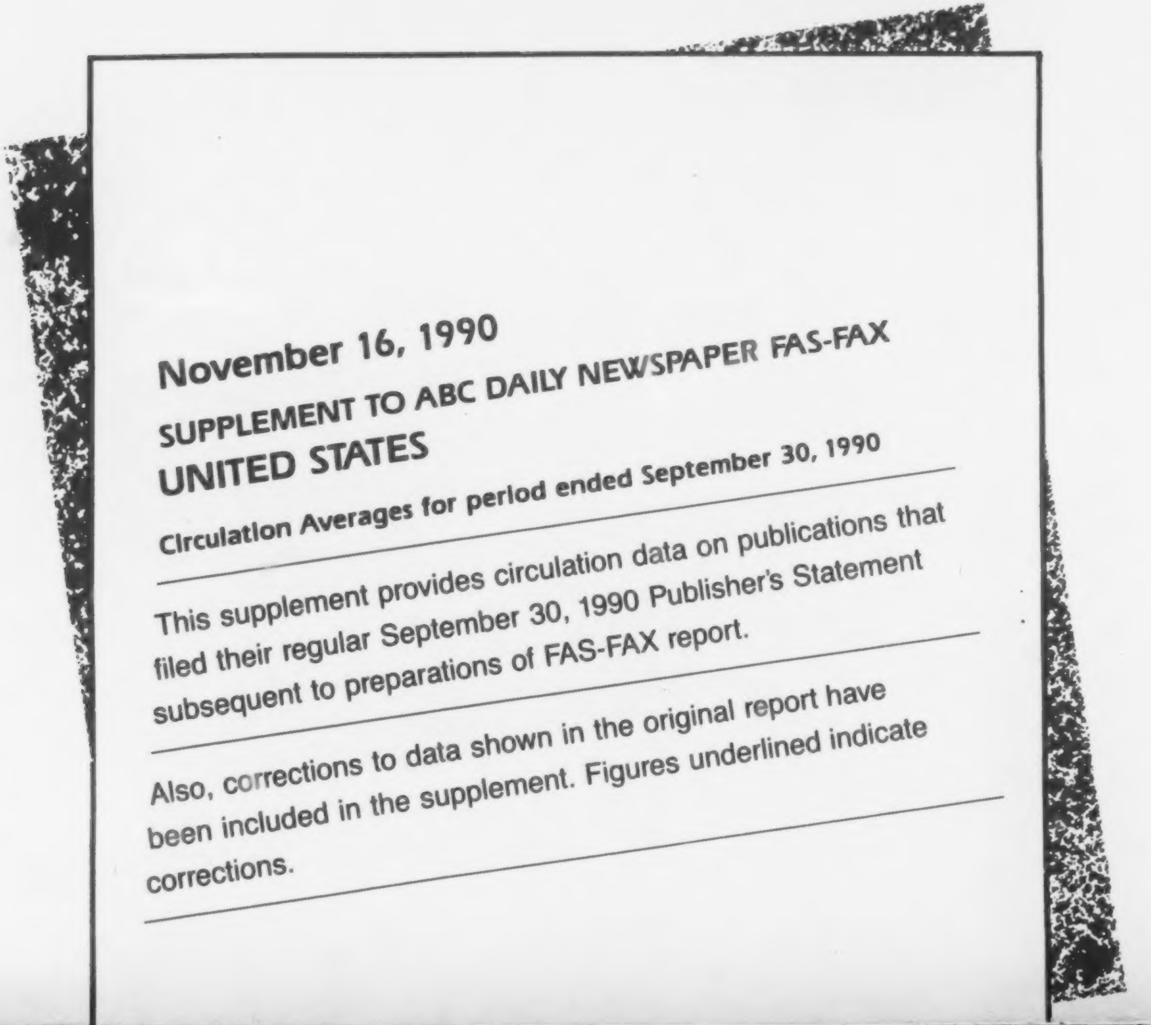

November 16, 1990

SUPPLEMENT TO ABC DAILY NEWSPAPER FAS-FAX

UNITED STATES

Circulation Averages for period ended September 30, 1990

This supplement provides circulation data on publications that filed their regular September 30, 1990 Publisher's Statement subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
ALABAMA												
MOBILE (MOBILE CO.)			97,200			192,300			289,500			
REGISTER, PRESS	CMB DLY			54,860	56.44		45,291	23.55		100,151	101,054	97,922
REGISTER	M (M-F)			29,647	30.50		26,968	14.02		56,615	57,427	54,805
PRESS	E (M-F)			25,213	25.94		18,323	9.53		43,536	43,627	43,117
PRESS REGISTER	SAT			45,950	47.27		42,838	22.28		88,788	89,682	86,786
PRESS REGISTER	SUN			54,985	56.57		55,503	28.86		110,488	111,667	106,523
OPELIKA (LEE CO.)			22,000			32,700			54,700			
NEWS	E (M-F)			8,282	37.65		3,261	9.97		11,543	12,191	12,600 (a)
NEWS	SUN			8,681	39.46		3,619	11.07		12,300	12,965	13,288 (a)
ARIZONA												
SCOTTSDALE (MARICOPA CO.)			87,000 #						87,000			
PROGRESS	E (M-SAT)		#	16,722	19.22					16,722	18,109	16,759 (a)
ARKANSAS												
BENTON (SALINE CO.)			7,000			11,300			18,300			
COURIER	E (M-F)			4,335	61.93		5,041	44.61		9,376	9,478	
FAYETTEVILLE (WASHINGTON CO.)			16,000			35,400			51,400			
NORTHWEST TIMES	E (M-SAT)	Z		8,289	51.81		4,251	12.01		12,540	12,884	12,169
NORTHWEST TIMES	SUN	Z		9,135	57.09		4,768	13.47		13,903	14,339	13,629
HOT SPRINGS (GARLAND CO.)			17,300			25,800			43,100			
SENTINEL-RECORD	M (M-SAT)			9,063	52.39		7,953	30.83		17,016	17,194	17,355
SENTINEL-RECORD	SUN			9,570	55.32		8,791	34.07		18,361	18,620	18,550

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CALIFORNIA												
ALAMEDA (ALAMEDA CO.)			32,600						32,600			
TIMES-STAR	M (M-SAT)	Z		7,000	21.47					7,000	7,041	7,078 (a)
AUBURN (PLACER CO.)			21,100 #						21,100			
JOURNAL	M (M-F)		#	11,405	54.05					11,405	13,338 *	13,053 *
JOURNAL	SUN		#	11,631	55.12					11,631	13,638 *	13,345 *
EUREKA (HUMBOLDT CO.)			18,800			36,500			55,300			
TIMES STANDARD	E (M-SAT)	Z		10,594	56.35		11,470	31.42		22,064	22,701	22,219
TIMES STANDARD	SUN	Z		11,548	61.43		12,929	35.42		24,477	25,157	24,202
FREMONT-NEWARK (ALAMEDA CO.)			87,800						87,800			
ARGUS	M (M-SAT)	Z		29,383	33.47					29,383	29,747	27,588 (a)
ARGUS	SUN	Z		30,848	35.13					30,848	31,203	29,179 (a)
HANFORD (KINGS CO.)			14,100			16,600			30,700			
SENTINEL	E (M-F)			9,100	64.54		4,562	27.48		13,662	13,861 (b)	
SENTINEL	E (M-SAT)											13,781
SENTINEL	SUN			9,137	64.80		4,671	28.14		13,808	14,013	
HAYWARD (ALAMEDA CO.)			94,800			98,300			193,100			
REVIEW	M (M-SAT)	Z		31,893	33.64		10,249	10.43		42,142	42,748	41,933 (a)
REVIEW	SUN	Z		33,131	34.95		10,385	10.56		43,516	50,815	49,284 (a)
LODI (SAN JOAQUIN CO.)			19,300			11,500			30,800			
NEWS-SENTINEL	M (M-SAT)			12,227	63.35		4,784	41.60		17,011	17,534	17,393
LOS ANGELES (LOS ANGELES CO.)			1,355,000			2,782,700			4,137,700			
HOLLYWOOD REPORTER	M (M-F)										22,417 *	21,166 *
MONTEREY (MONTEREY CO.)			38,100 #			19,800			57,900			
HERALD	M (M-SAT)	Z,C	#	23,233	60.98		7,896	39.88		31,129	35,605	34,826
HERALD	SUN	Z,C	#	23,826	62.54		8,186	41.34		32,012	37,186	35,901
OAKLAND (ALAMEDA CO.)			793,300 #						793,300			
TRIBUNE	M (M-SAT)	C	#	108,501	13.68					108,501	121,537	134,504
TRIBUNE	SUN	C	#	111,801	14.09					111,801	120,930	133,664

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
ORANGE CO. (COSTA MESA-NEWPORT BEACH P.O.)			67,500			147,800			215,300			
ORANGE COAST PILOT	M (M-SAT)	Z		9,613	14.24		4,828	3.27		14,441	14,618	17,032 (a)
ORANGE COAST PILOT	SUN	Z		9,184	13.61		4,737	3.21		13,921	14,091	16,514 (a)
OROVILLE (BUTTE CO.)			11,600			8,600			20,200			
MERCURY REGISTER	E (M-SAT)	Z		6,409	55.25		2,091	24.31		8,500	8,775	8,954
PALO ALTO (SANTA CLARA CO.)			142,800			57,200			200,000			
PENINSULA TIMES TRIBUNE	E (M-SAT)			36,498	25.56		2,805	4.90		39,303	41,297	45,545
PENINSULA TIMES TRIBUNE	SUN			38,265	26.80		3,011	5.26		41,276	43,575	48,896
PLEASANTON (ALAMEDA CO.)			91,500 #						91,500			
TRI-VALLEY HERALD	M (M-SAT)	Z	#	32,068	35.05					32,068	33,917	31,528 (a)
TRI-VALLEY HERALD	SUN	Z	#	33,164	36.24					33,164	35,084	32,240 (a)
ROSEVILLE (PLACER CO.)			35,100 #						35,100			
PRESS-TRIBUNE	E (M-F)		#	12,137	34.58					12,137	13,660	13,973
PRESS-TRIBUNE	SUN		#	12,300	35.04					12,300	13,845	14,153
SAN BERNARDINO CO. (ONTARIO P.O.)			221,800 #						221,800			
INLAND VALLEY BULLETIN	ALL DAY	Z	#	78,201	35.26					78,201	83,429 * (b)	
INLAND VALLEY BULLETIN	SAT	Z	#									83,096
INLAND VALLEY BULLETIN	SUN	Z	#	80,905	36.48					80,905	86,292 *	87,366
SAN CLEMENTE (ORANGE CO.)			20,500			23,300			43,800			
SUN-POST	E (M-F)			6,165	30.07		1,737	7.45		7,902	8,055	8,355
SAN DIEGO CO. (ESCONDIDO P.O.)			59,800			63,300			123,100			
TIMES-ADVOCATE	E (M-SAT)	Z		28,156	47.08		10,273	16.23		38,429	40,458	43,029
TIMES-ADVOCATE	SUN	Z		29,983	50.14		10,797	17.06		40,780	42,879	45,057
STOCKTON (SAN JOAQUIN CO.)			87,100 #			77,000			164,100			
RECORD	SUN		#	42,631	48.94		11,710	15.21		54,341	57,945	57,565
TEMECULA (RIVERSIDE CO.)			13,600 @						13,600			
THE CALIFORNIAN (06-25-90 TO 09-30-90)	M (M-F)		@								11,681 (b)	
THE CALIFORNIAN	SUN		@								12,041	

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
VENTURA CO. (CAMARILLO P.O.)			22,600 #						22,600			
NEWS	M (M-SAT)	Z	#	9,797	43.35					9,797	10,309	10,336
NEWS	SUN	Z	#	9,984	44.18					9,984	10,513	10,563
WOODLAND (YOLO CO.)			14,300			23,800			38,100			
DEMOCRAT	E (M-SAT)	Z		9,273	64.85		1,958	8.23		11,231	11,468	11,558
DEMOCRAT	SUN	Z		9,384	65.62		2,000	8.40		11,384	11,620	11,679
CONNECTICUT												
MANCHESTER (HARTFORD CO.)			20,000			59,800			79,800			
HERALD	E (M-SAT)	Z		6,547	32.74		1,273	2.13		7,820	7,916	8,492
NORWICH (NEW LONDON CO.)			58,900 #						58,900			
BULLETIN	M (M-SAT)		#	29,390	49.90					29,390	33,963 *	33,808 *
BULLETIN	SUN		#	33,097	56.19					33,097	37,924 *	39,264 *
FLORIDA												
NAPLES (COLLIER CO.)			32,600			24,200			56,800			
NEWS	M (M-SAT)	Z		19,972	61.26		10,857	44.86		30,829	31,689	30,088
NEWS	SUN	Z		25,468	78.12		14,239	58.84		39,707	42,852	40,949
GEORGIA												
AMERICUS (SUMTER CO.)			5,500			5,900			11,400			
TIMES-RECORDER	E (M-SAT)			4,068	73.96		3,302	55.97		7,370	7,912	8,060

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
DALTON (WHITFIELD CO.)			8,600			25,700			34,300			
CITIZEN-NEWS	E (M,TU, TH & F)	Z		4,866	56.58		6,581	25.61		11,447	11,617	12,205
CITIZEN-NEWS	W	Z		5,574	64.81		7,207	28.04		12,781	12,950	13,580
CITIZEN-NEWS	SAT M	Z		4,555	52.97		6,514	25.35		11,069	11,239	11,792
CITIZEN-NEWS	SUN	Z		4,155	48.31		6,280	24.44		10,435	10,605	11,060
MARIETTA (COBB CO.)			171,900 #						171,900			
JOURNAL	M (M-SAT)	Z	#	26,835	15.61					26,835	28,230	27,767 (a)
JOURNAL	SUN	Z	#	26,747	15.56					26,747	28,218	28,389 (a)
HAWAII												
LIHUE (KAUAI CO.)			16,100 #						16,100			
GARDEN ISLAND	E (M,W,TH & F)	Z	#	8,188	50.86					8,188	8,678	8,555
GARDEN ISLAND	SUN	Z	#	7,851	48.76					7,851	8,339	9,140
ILLINOIS												
CRYSTAL LAKE (McHENRY CO.)			77,100 #						77,100			
NORTHWEST HERALD	M (M-SAT)	Z	#	28,245	36.63					28,245	28,592	30,528
NORTHWEST HERALD	SUN	Z	#	27,678	35.90					27,678	28,024	29,660
DEKALB (DEKALB CO.)			14,000			10,700			24,700			
CHRONICLE	E (M-F)	Z		7,437	53.12		3,721	34.78		11,158	11,405 •	10,856 •
CHRONICLE	SUN	Z		8,140	58.14		3,902	36.47		12,042	12,284 •	11,786 •
EFFINGHAM (EFFINGHAM CO.)			5,700			26,400			32,100			
NEWS	E (M-SAT)			4,732	83.02		8,160	30.91		12,892	13,327 •	12,947 •
JACKSONVILLE (MORGAN CO.)			8,900			24,900			33,800			
JOURNAL COURIER	M (M-SAT)	Z		6,246	70.18		7,837	31.47		14,083	14,772	14,798
JOURNAL COURIER	SUN	Z		6,628	74.47		8,103	32.54		14,731	15,422	15,506

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
MOUNT VERNON (JEFFERSON CO.) REGISTER-NEWS	E (M-SAT)		7,400	5,744	77.62	13,900	5,468	39.34	21,300	11,212	11,657	11,314
STERLING-ROCK FALLS (WHITESIDE CO.) GAZETTE	E (M-SAT)		12,900	9,310	72.17	17,400	4,674	26.86	30,300	13,984	14,435	14,844
INDIANA												
CRAWFORDSVILLE (MONTGOMERY CO.) JOURNAL-REVIEW	E (M-SAT)	Z	5,700	4,749	83.32	16,300	5,860	35.95	22,000	10,609	10,948 *	11,000 *
GOSHEN (ELKHART CO.) NEWS	E (M-SAT)	Z	10,200	6,985	68.48	21,900	7,463	34.08	32,100	14,448	15,407	15,283
KOKOMO (HOWARD CO.) TRIBUNE	E (M-SAT)		20,200	18,081	89.51	26,800	9,095	33.94	47,000	27,176	27,560	27,736
TRIBUNE	SUN			18,432	91.25		10,202	38.07		28,634	29,020	29,169
VALPARAISO (PORTER CO.) VIDETTE-MESSENGER	E (M-SAT)		8,300	6,137	73.94	35,100	8,817	25.12	43,400	14,954	15,100 *	
IOWA												
OELWEIN (FAYETTE CO.) REGISTER	E (M-SAT)		2,800	2,120	75.71	17,700	3,465	19.58	20,500	5,585	5,935	5,927
KANSAS												
GARDEN CITY (FINNEY CO.) TELEGRAM	E (M-SAT)	Z	8,300	5,750	69.28	15,600	4,569	29.29	23,900	10,319	10,867	11,134

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WINFIELD (COWLEY CO.)			4,400			9,100			13,500			
COURIER	E (M-SAT)			3,807	86.52		1,546	16.99		5,353	5,687	5,867 *
KENTUCKY												
ELIZABETHTOWN (HARDIN CO.)			31,700 #						31,700			
NEWS-ENTERPRISE	M (M-F)	Z	#	14,853	46.85					14,853	15,819	15,478
NEWS-ENTERPRISE	SUN	Z	#	16,258	51.29					16,258	17,404	16,796
LOUISIANA												
LAFAYETTE (LAFAYETTE PARISH)			44,500			52,700			97,200			
ADVERTISER	M (M-SAT)			21,730	48.83		8,561	16.24		30,291	31,835	29,987
ADVERTISER	SUN			25,357	56.98		11,599	22.01		36,956	39,353	37,988
MAINE												
BIDDEFORD (YORK CO.)			14,000			7,600			21,600			
JOURNAL-TRIBUNE	E (M-SAT)	Z		7,966	56.90		2,210	29.08		10,176	14,550	14,835
MARYLAND												
CAMBRIDGE (DORCHESTER CO.)			4,400			7,300			11,700			
BANNER	E (M-F)			3,636	82.64		2,999	41.08		6,635	7,253	7,101
MASSACHUSETTS												
HAVERHILL (ESSEX CO.)			20,000 #			70,000			90,000			
GAZETTE	E (M-SAT)		#	9,772	48.86		6,527	9.32		16,299	16,438	16,643

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LOWELL (MIDDLESEX CO.)			82,900			50,100			133,000			
SUN	E (M-F)	Z		47,229	56.97		6,908	13.79		54,137	55,315 *	55,706 *
SUN	SAT M	Z		46,108	55.62		6,771	13.51		52,879	54,152 *	54,511 *
SUN	SUN	Z		46,850	56.51		6,769	13.51		53,619	55,636 *	55,627 *
MICHIGAN												
HOLLAND (OTTAWA CO.)			27,800 #			10,800			38,600			
SENTINEL	E (M-SAT)	Z	#	16,204	58.29		2,723	25.21		18,927	19,299	19,424
SENTINEL	SUN		#	16,344	58.79		2,739	25.36		19,083	19,487	19,298
HOUGHTON (HOUGHTON CO.)			3,400			16,900			20,300			
MINING GAZETTE	E (M-SAT)			2,728	80.24		9,000	53.25		11,728	12,410	12,294
IRON MOUNTAIN-KINGSFORD (DICKINSON CO.)			5,700			13,900			19,600			
NEWS	E (M-SAT)	Z		4,766	83.61		6,399	46.04		11,165	11,296	10,759 (a)
LUDINGTON (MASON CO.)			3,700			13,200			16,900			
NEWS	E (M-SAT)	Z		3,088	83.46		4,306	32.62		7,394	8,026	8,034
MINNESOTA												
ALBERT LEA (FREEBORN CO.)			8,100			5,300			13,400			
TRIBUNE	E (M-F)			5,450	67.28		3,341	63.04		8,791	9,038	9,006
TRIBUNE	SUN			5,567	68.73		3,403	64.21		8,970	9,226	9,229
FAIRMONT (MARTIN CO.)			4,700			22,700			27,400			
SENTINEL	M (M-SAT)	Z		3,779	80.40		6,064	26.71		9,843	10,115	10,516
FARIBAULT (RICE CO.)			6,600			18,500			25,100			
NEWS	E (M-SAT)			4,804	72.79		2,973	16.07		7,777	7,968	8,118

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MISSOURI												
POPLAR BLUFF (BUTLER CO.)			6,800			43,000			49,800			
AMERICAN REPUBLIC	E (M-F)			6,445	94.78		7,274	16.92		13,719	14,955	14,863
AMERICAN REPUBLIC	SUN			6,158	90.56		7,491	17.42		13,649	14,882	15,388
NEBRASKA												
COLUMBUS (PLATTE CO.)			7,300			16,400			23,700			
TELEGRAM	E (M-F)			5,670	77.67		4,666	28.45		10,336	10,776	10,823
TELEGRAM	SUN			6,003	82.23		4,747	28.95		10,750	11,190	11,205
HOLDREGE (PHELPS CO.)			2,200			4,900			7,100			
CITIZEN	E (M-F)			2,093	95.14		1,223	24.96		3,316	3,700	3,714
SCOTTSBLUFF (SCOTTS BLUFF CO.)			9,600 #			31,600			41,200			
STAR-HERALD	M (TU-SAT)	Z	#	6,277	65.39		8,583	27.16		14,860	15,137	15,240
STAR-HERALD	SUN	Z	#	6,507	67.78		8,998	28.47		15,505	15,811	15,866
NEVADA												
CARSON CITY (INDEPENDENT CITY)			16,800 #						16,800			
APPEAL	E (M-F)	Z	#	8,066	48.01					8,066	10,161	10,572
APPEAL	SUN	Z	#	9,343	55.61					9,343	12,396	12,626
NEW JERSEY												
TRENTON (MERCER CO.)			99,500			175,700			275,200			
TRENTONIAN	M (M-F)	Z		48,621	48.87		17,522	9.97		66,143	71,183	68,015 (a)
TRENTONIAN	SAT	Z		43,706	43.93		17,146	9.76		60,852	66,015	64,648 (a)
TRENTONIAN	SUN	Z		43,830	44.05		15,089	8.59		58,919	63,860	63,320 (a)

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
NEW MEXICO												
CARLSBAD (EDDY CO.)			10,800			2,100			12,900			
CURRENT-ARGUS	E (M-F)			7,685	71.16		455	21.67		8,140	8,286	8,081
CURRENT-ARGUS	SUN			7,754	71.80		467	22.24		8,221	8,432	8,421
NEW YORK												
HERKIMER (HERKIMER CO.)			7,900			11,100			19,000			
TELEGRAM	E (M-SAT)			7,033	89.03		2,614	23.55		9,647	9,846	6,942
NEW YORK CITY (NEW YORK CO.)												
AMERICAN BANKER	M (M-F)										20,084	20,018
ROME (ONEIDA CO.)			15,700			24,000			39,700			
SENTINEL	E (M-SAT)			11,713	74.61		5,913	24.64		17,626	18,320	18,542
TONAWANDA (ERIE CO.)-NORTH TONAWANDA (NIAGARA CO.)			20,400			39,100			59,500			
NEWS	E (M-SAT)			11,555	56.64		2,110	5.40		13,665	13,880	13,865
TROY (RENSSELAER CO.)			41,800			57,100			98,900			
RECORD	E (M-SAT)	Z		27,007	64.61		12,001	21.02		39,008	41,195	41,050
RECORD	SUN	Z		27,773	66.44		13,844	24.25		41,617	44,122	44,381
NORTH CAROLINA												
ELIZABETH CITY (PASQUOTANK CO.)			6,100			30,200			36,300			
ADVANCE	E (M-F)	Z		4,235	69.43		8,780	29.07		13,015	13,191	12,752
ADVANCE	SUN	Z		4,486	73.54		9,190	30.43		13,676	13,891	13,816
GREENSBORO (GUILFORD CO.)			106,100 #			314,100			420,200			
NEWS & RECORD	M (M-SAT)	Z	#	72,654	68.48		41,180	13.11		113,834	116,516	115,958
NEWS & RECORD	SUN	Z	#	78,537	74.02		48,413	15.41		126,950	130,977	130,068

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
KANNAPOLIS (CABARRUS CO.)			14,000			37,100			51,100			
INDEPENDENT	E (M-F)	Z		7,852	56.09		3,184	8.58		11,036	11,151	11,253
INDEPENDENT	SUN	Z		8,303	59.31		3,559	9.59		11,862	11,987	12,095
LUMBERTON (ROBESON CO.)			7,600			33,900			41,500			
ROBESONIAN	E (M-F)			4,839	63.67		8,403	24.79		13,242	13,365	13,092 (a)
ROBESONIAN	SUN			5,548	73.00		9,587	28.28		15,135	15,261	15,329
WILSON (WILSON CO.)			14,200			25,000			39,200			
TIMES	E (M-SAT)			9,024	63.55		8,116	32.46		17,140	17,505	17,362
OHIO												
ALLIANCE (STARK CO.)			12,900			18,200			31,100			
REVIEW	E (M-SAT)	Z		8,112	62.88		3,425	18.82		11,537	12,053 *	12,616 *
CLEVELAND (CUYAHOGA CO.)			573,800			304,500			878,300			
PLAIN DEALER	M (M-SAT)	Z,C		319,738	55.72		69,430	22.80		389,168	428,012 (b)	
PLAIN DEALER	M (M-F)	Z,C										433,615
PLAIN DEALER	SAT M	Z,C										417,752
PLAIN DEALER	SUN	Z,C		420,047	73.20		100,045	32.86		520,092	560,871	562,585
PIQUA (MIAMI CO.)			8,900			23,600			32,500			
CALL	E (M-SAT)			6,227	69.97		3,260	13.81		9,487	9,784	9,505
SALEM (COLUMBIANA CO.)			7,000			22,500			29,500			
NEWS	E (M-SAT)			5,208	74.40		3,698	16.44		8,906	9,126	9,125
SANDUSKY (ERIE CO.)			20,100			30,500			50,600			
REGISTER	E (M-SAT)	Z		14,340	71.34		9,078	29.76		23,418	24,074	24,587
REGISTER	SUN	Z		14,577	72.52		11,172	36.63		25,749	27,122	27,677
WARREN (TRUMBULL CO.)			24,200			55,400			79,600			
TRIBUNE	SUN	Z		19,058	78.75		25,308	45.68		44,366	45,647	45,939

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
OKLAHOMA												
MUSKOGEE (MUSKOGEE CO.)			16,700			44,100			60,800			
PHOENIX & TIMES-DEMOCRAT	M (M-SAT)	Z		11,117	66.57		7,933	17.99		19,050	19,339	18,605
PHOENIX & TIMES-DEMOCRAT	SUN	Z		12,110	72.51		8,785	19.92		20,895	21,140	20,461
SHAWNEE (POTTAWATOMIE CO.)			10,400			33,800			44,200			
NEWS-STAR	SUN			6,741	64.82		6,476	19.16		13,217	13,524	13,708
OREGON												
ASHLAND (JACKSON CO.)			6,700			2,500			9,200			
TIDINGS	E (M-SAT)			4,626	69.04		434	17.36		5,060	5,419	5,531
EUGENE (LANE CO.)			78,600			35,600			114,200			
REGISTER-GUARD	SUN			49,551	63.04		22,053	61.95		71,604	77,383	74,983
LA GRANDE (UNION CO.)			4,700			6,800			11,500			
OBSERVER	E (M-SAT)			4,501	95.77		2,832	41.65		7,333	7,550	7,397
PENNSYLVANIA												
BETHLEHEM (NORTHAMPTON CO.)			44,000			39,900			83,900			
GLOBE-TIMES	E (M-SAT)	Z		15,000	34.09		1,210	3.03		16,210	19,323	20,789
CLEARFIELD (CLEARFIELD CO.)			25,800 #						25,800			
PROGRESS	E (M-SAT)	Z	#	15,624	60.56					15,624	16,282	16,457
ERIE (ERIE CO.)			74,700			40,400			115,100			
NEWS, TIMES	CMB DLY			58,431	78.22		13,507	33.43		71,938	73,556	71,400
NEWS	M (M-F)			25,541	34.19		6,031	14.93		31,572	32,180	30,492
TIMES	E (M-F)			32,890	44.03		7,476	18.50		40,366	41,176	40,908
TIMES-NEWS	SAT M			49,743	66.59		12,897	31.92		62,640	64,009	62,791
TIMES-NEWS	SUN			61,779	82.70		23,469	58.09		85,248	104,674	102,976

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
LANSDALE (MONTGOMERY CO.)			38,100 #						38,100			
REPORTER	E (M-SAT)	Z	#	16,706	43.85					16,706	18,544	19,470
LEBANON (LEBANON CO.)			10,600			32,000			42,600			
NEWS	E (M-SAT)	Z		6,959	65.65		15,269	47.72		22,228	24,112 *	24,775 *
LEWISTOWN (MIFFLIN CO.)			6,500			20,200			26,700			
SENTINEL	E (M-SAT)	Z		5,398	83.05		7,762	38.43		13,160	13,639	13,871
PHILADELPHIA (PHILADELPHIA CO.)			642,400 #			795,700			1,438,100			
INQUIRER	M (M-F)	C	#	170,210	26.50		218,051	27.40		388,261	519,895	504,903
INQUIRER	SAT M	C	#	143,857	22.39		182,148	22.89		326,005	443,750	449,661
INQUIRER	SUN	C	#	324,426	50.50		395,973	49.76		720,399	978,300	997,587
PHOENIXVILLE (CHESTER CO.)			6,100			23,900			30,000			
PHOENIX	E (M-SAT)			2,890	47.38		3,282	13.73		6,172	6,279	6,398
SCRANTON (LACKAWANA CO.)			44,500			95,500			140,000			
TRIBUNE/TIMES	CMB DLY	Z		42,465	95.43		40,233	42.13		82,698	83,852 *	63,059 *
TRIBUNE	M (M-F)	Z		16,563	37.22		17,938	18.78		34,501	35,273 *	11,068 *
TIMES	E (M-F)	Z		25,902	58.21		22,295	23.35		48,197	48,578 *	51,991 *
TIMES	SAT M	Z		34,565	77.67		35,812	37.50		70,377	71,554 *	53,756 *
TIMES	SUN	Z		35,354	79.45		45,374	47.51		80,728	82,964 *	67,363 *
SOUTH CAROLINA												
GREENVILLE (GREENVILLE CO.)			90,500			215,500			306,000			
NEWS, PIEDMONT	CMB DLY			54,688	60.43		51,400	23.85		106,088	113,292	112,492
NEWS	M (M-F)			35,401	39.12		45,794	21.25		81,195	88,206	86,188
PIEDMONT	E (M-F)			19,287	21.31		5,606	2.60		24,893	25,086	26,304
NEWS-PIEDMONT	SAT M			49,170	54.33		55,396	25.71		104,566	111,808	111,263
NEWS-PIEDMONT	SUN			60,942	67.34		65,268	30.29		126,210	134,371	132,719

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/90	TOTAL CIRCULATION AS OF 9/30/89
TENNESSEE												
MURFREESBORO (RUTHERFORD CO.)			17,800			23,000			40,800			
NEWS JOURNAL	E (M-SAT)	Z		7,711	43.32		7,462	32.44		15,173	15,647	15,325
NEWS JOURNAL	SUN	Z		8,862	49.79		8,187	35.60		17,049	17,565	16,993
NASHVILLE (DAVIDSON CO.)			376,000 #						376,000			
BANNER	E (M-SAT)		#	53,171	14.14					53,171	61,979	63,046
TENNESSEAN	M (M-SAT)		#	103,983	27.66					103,983	127,936	126,092
TENNESSEAN	SUN		#	208,041	55.33					208,041	264,790	261,505
OAK RIDGE (ANDERSON CO.)			12,000			35,300			47,300			
OAK RIDGER	E (M-F)			7,789	64.91		2,505	7.10		10,294	10,497	10,677
OAK RIDGER	SUN			7,028	58.57		2,303	6.52		9,331	9,533	9,551
TEXAS												
BIG SPRING (HOWARD CO.)			9,400 #			4,700			14,100			
HERALD	E (M-F)		#	5,810	61.81		2,382	50.68		8,192	9,093	8,127 (a)
HERALD	SUN		#	6,614	70.36		2,627	55.89		9,241	10,361	9,416 (a)
GREENVILLE (HUNT CO.)			9,700 #			16,500			26,200			
HERALD BANNER	M (M-SAT)		#	5,404	55.71		4,555	27.61		9,959	11,022	11,213
HERALD BANNER	SUN		#	5,749	59.27		4,875	29.55		10,624	11,778	12,096
HARLINGEN (CAMERON CO.)			25,700			85,500			111,200			
VALLEY STAR	M (M-SAT)			13,905	54.11		10,325	12.08		24,230	26,521	24,997
VALLEY STAR	SUN			15,760	61.32		11,320	13.24		27,080	28,391	26,654
LAREDO (WEBB CO.)			33,300			8,600			41,900			
TIMES	M (M-SAT)	Z		17,570	52.76		1,473	17.13		19,043	20,484	20,047
TIMES	SUN	Z		19,510	58.59		1,586	18.44		21,096	22,615	21,983
MARSHALL (HARRISON CO.)			9,400 #			25,100			34,500			
NEWS MESSENGER	E (M-F)		#	5,495	58.46		3,421	13.63		8,916	9,679	9,318
NEWS MESSENGER	SUN		#	6,144	65.36		3,816	15.20		9,960	10,730	10,476

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
MOUNT PLEASANT (TITUS CO.)			4,600			15,600			20,200			
TRIBUNE	E (M-F)			2,408	52.35		2,446	15.68		4,854	4,991	5,394
TRIBUNE	SUN			2,593	56.37		2,519	16.15		5,112	5,271	5,735
VIRGINIA												
CHARLOTTESVILLE (INDEPENDENT CITY)			65,400 #						65,400			
PROGRESS	M (M-SAT)	Z	#	32,560	49.79					32,560	33,452 (b)	
PROGRESS	E (M-SAT)	Z	#									31,887
WASHINGTON												
VANCOUVER (CLARK CO.)			84,700 #						84,700			
COLUMBIAN	E (M-F)	Z	#	47,917	56.57					47,917	49,501	46,533
COLUMBIAN	SUN	Z	#	57,176	67.50					57,176	59,177	55,007
WEST VIRGINIA												
LOGAN (LOGAN CO.)			1,100			16,100			17,200			
BANNER	E (M-F)			835	75.91		8,788	54.58		9,623	10,019	9,977
BANNER	SUN			804	73.09		8,840	54.91		9,644	10,039	10,007
WISCONSIN												
OSHKOSH (WINNEBAGO CO.)			25,100			49,400			74,500			
NORTHWESTERN	SUN	Z		18,220	72.59		9,553	19.34		27,773	28,441	28,222

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	SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
		OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
WYOMING											
CHEYENNE (LARAMIE CO.)		20,700			32,400			53,100			
EAGLE, STATE TRIBUNE	CMB DLY		15,706	75.87		2,856	8.81		18,562	18,951	18,616
EAGLE	M (M-SAT)		7,174	34.66		1,908	5.89		9,082	9,277	8,766
STATE TRIBUNE	E (M-SAT)		8,532	41.22		948	2.93		9,480	9,674	9,850
TRIBUNE-EAGLE	SUN		16,674	80.55		3,050	9.41		19,724	20,395	19,923
BAHAMAS											
NASSAU		30,106 @						30,106			
GUARDIAN	SAT M	@	10,529	34.97					10,529	11,435	10,588 (a)

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		TOTAL CIRCULATION AS OF	
CONSOLIDATED NEWSPAPER GROUP		9/30/90	9/30/89
ALAMEDA NEWSPAPER GROUP	M (M-SAT)	113,453	108,127 (a)
ALAMEDA NEWSPAPER GROUP	SUN	117,102	110,703 (a)
BAND	E (M-SAT)	534,087	540,141
BAND	SAT	234,848	233,756
BAND	SUN	258,885	262,722
GREATER CLEVELAND NEWSPAPER NETWORK	M (M-SAT) & E (M-SAT)	337,932	334,170
GREATER CLEVELAND NEWSPAPER NETWORK	SUN	351,997	301,999
NORTHERN CALIFORNIA METRO MARKET GROUP	E (M-SAT)	88,095	85,502
NORTHERN CALIFORNIA METRO MARKET GROUP	SUN	69,966	65,841
RIO GRANDE VALLEY	M (M-SAT) & E	72,571	69,709
RIO GRANDE VALLEY	SUN	86,229	83,111

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CORRECTION NOTICE

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SEPTEMBER 30, 1990 ABC FAS-FAX SUPPLEMENT

The following is a correction for the Cleveland Plain Dealer.

The entry in the FAS-FAX Supplement for Morning (Mon. to Sat.) was incorrect. The correct entry should be as follows, (underlining denotes correction):

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

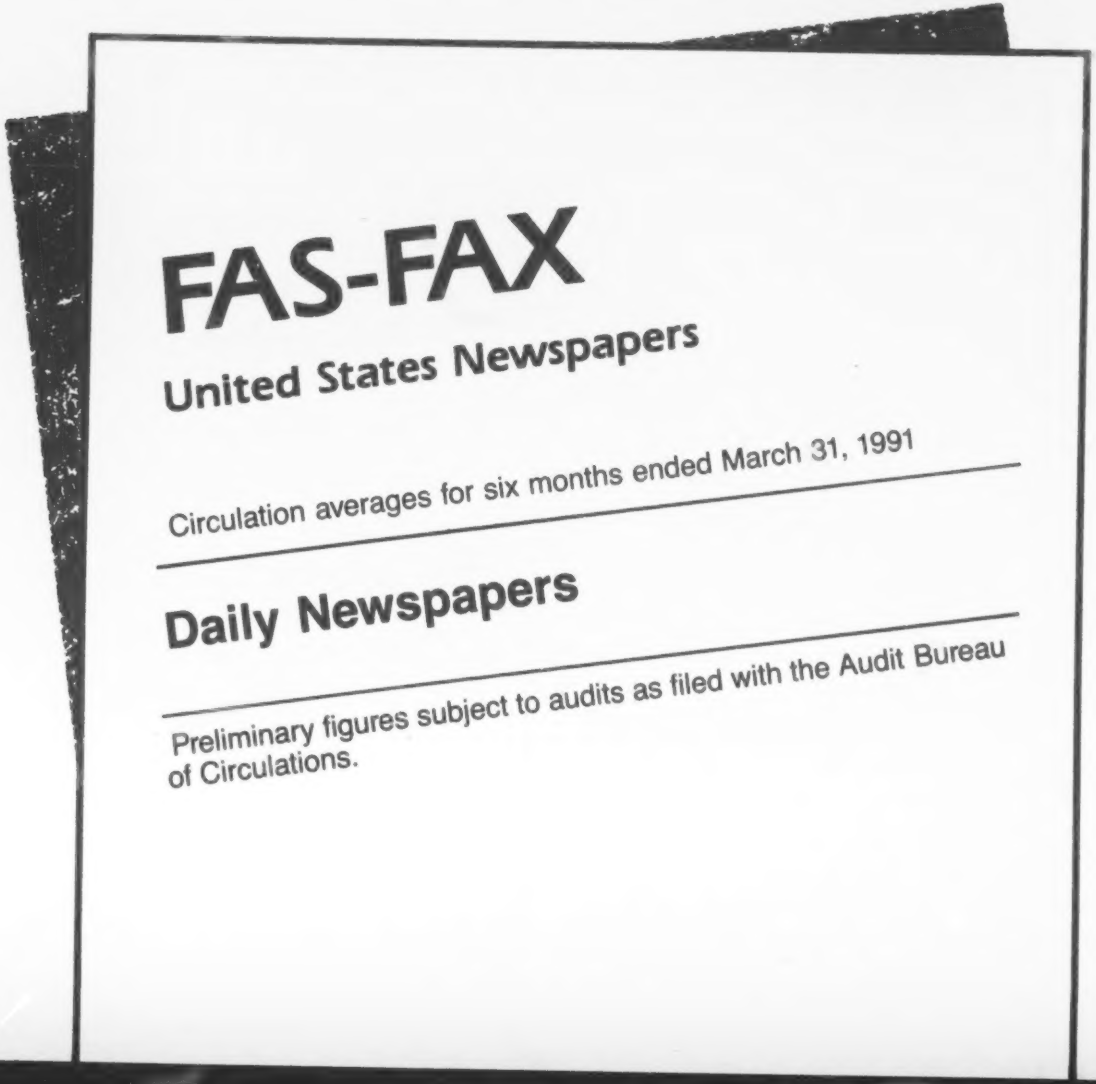
		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 9/30/90	AS OF 9/30/89
CLEVELAND (CUYAHOGA CO.)			573,800			304,500			878,300			
PLAIN DEALER	M (M-SAT)	Z,C		319,738	55.72		69,430	22.80		389,168	428,012	433,615
PLAIN DEALER	SUN	Z,C		420,047	73.20		100,045	32.86		520,092	560,871	562,585

Audit Bureau of Circulations

11/30/90

A3385-3.1U 4/9/

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968



FAS-FAX

United States Newspapers

Circulation averages for six months ended March 31, 1991

Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of two percent or more between the publisher's figures and the auditor's findings, and/or at the publisher's request, the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

All ABC reports for newspaper members in the U.S. include county population and Occupied Households (OH's) estimates as of December 31 each year obtained from Sales & Marketing Management's (S&MM's) "Survey of Buying Power." Estimates for ABC-defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates. Occupied Households figures used in this report are December 31, 1989 Sales And Marketing Management estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

#	Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
@	Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
*	Identifies three-month circulation averages (see text above).
(a)	Identifies adjusted comparison figures (see text above).
(b)	Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.
C	Participant, ABC Coupon Distribution Verification Service.
Z	Provides ABC Audited ZIP Code Analysis.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately three weeks after the correction notice, a supplement to this report will be issued. It will list those new filers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1991.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
ALABAMA												
ANNISTON (CALHOUN CO.)			28,400			33,000			61,400			
STAR	E (M-F)	Z		17,900	63.03		13,849	41.97		31,749	33,162	32,780
STAR	SAT M	Z		19,649	69.19		14,608	44.27		34,257	35,760	35,382
STAR	SUN	Z		18,398	64.78		14,329	43.42		32,727	34,197	33,908
ATHENS (LIMESTONE CO.)			6,200			12,800			19,000			
NEWS COURIER	M (TU-F)	Z		2,997	48.34		3,776	29.50		6,773	7,093 *	7,348 *
NEWS COURIER	SUN	Z		3,503	56.50		4,477	34.98		7,980	8,332 *	8,569 *
BIRMINGHAM (JEFFERSON CO.)			288,100			285,500			573,600			
POST-HERALD, NEWS	CMB DLY	C		173,686	60.29		37,384	13.09		211,070	232,888	238,479
POST-HERALD	M (M-F)	C		43,552	15.12		10,997	3.85		54,549	64,163	64,532
NEWS	E (M-F)	C		130,134	45.17		26,387	9.24		156,521	168,725	173,947
POST-HERALD	SAT M	C		133,649	46.39		30,119	10.55		163,768	179,883	173,519
NEWS	SUN	C		153,349	53.23		39,356	13.78		192,705	212,529	212,698
CULLMAN (CULLMAN CO.)			5,200			22,800			28,000			
TIMES	M (TU-F)	Z		3,276	63.00		5,672	24.88		8,948	9,407	9,385
TIMES	SUN	Z		3,510	67.50		6,800	29.82		10,310	10,796	10,776
DECATUR (MORGAN CO.)			21,800			63,100			84,900			
DAILY	E (M-F)	Z		13,502	61.94		14,160	22.44		27,662	27,824	26,893
DAILY	SAT M	Z		13,776	63.19		15,039	23.83		28,815	28,977	27,733
DAILY	SUN	Z		15,066	69.11		17,055	27.03		32,121	32,311	31,191
DOTHAN (HOUSTON CO.)			21,800			76,000			97,800			
EAGLE	M (M-SAT)	Z		11,282	51.75		13,442	17.69		24,724	25,774	25,129
EAGLE	SUN	Z		12,167	55.81		15,477	20.36		27,644	28,947	28,027
FLORENCE (LAUDERDALE CO.)-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS (COLBERT CO.)			25,900			27,800			53,700			
TIMES DAILY	M (M-SAT)	Z		16,007	61.80		13,210	47.52		29,217	35,451	32,200
TIMES DAILY	SUN	Z		15,809	61.04		13,883	49.94		29,692	35,654	33,657

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALABAMA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
GADSDEN (ETOWAH CO.)			29,000			77,900			106,900			
TIMES	E (M-SAT)	Z		19,673	67.84		10,577	13.58		30,250	30,374	30,031
TIMES	SUN	Z		20,321	70.07		11,298	14.50		31,619	31,774	32,119
HUNTSVILLE (MADISON CO.)			63,100 #			127,300			190,400			
NEWS, TIMES	CMB DLY	Z,C	#	48,170	76.34		25,049	19.68		73,219	74,555	74,486
NEWS	M (M-F)	Z,C	#	13,377	21.20		3,336	2.62		16,713	16,875	16,385
TIMES	E (M-F)	Z,C	#	34,793	55.14		21,713	17.06		56,506	57,680	58,101
NEWS	SAT M	Z,C	#	11,932	18.91		2,990	2.35		14,922	15,060	14,903
TIMES	SAT E	Z,C	#	31,289	49.59		20,323	15.96		51,612	52,714	52,643
TIMES	SUN	Z,C	#	45,483	72.08		32,321	25.39		77,804	80,189	78,640
JASPER (WALKER CO.)			5,200			15,600			20,800			
MOUNTAIN EAGLE	E (M-F)	Z		4,227	81.29		7,292	46.74		11,519	13,619 *	13,687 *
MOUNTAIN EAGLE	SUN	Z		4,254	81.81		7,531	48.28		11,785	13,800 *	13,585 *
MOBILE (MOBILE CO.)			97,200			192,300			289,500			
REGISTER, PRESS	CMB DLY			56,697	58.33		48,701	25.33		105,398	106,287 *	101,983 *
REGISTER	M (M-F)			31,526	32.43		29,924	15.56		61,450	62,269 *	58,603 *
PRESS	E (M-F)			25,171	25.90		18,777	9.76		43,948	44,018 *	43,380 *
PRESS REGISTER	SAT			46,541	47.88		44,849	23.32		91,390	92,238 *	90,090 *
PRESS REGISTER	SUN			55,954	57.57		57,178	29.73		113,132	114,267 *	110,749 *
MONTGOMERY (MONTGOMERY CO.)			75,000			168,600			243,600			
ADVERTISER, JOURNAL	CMB DLY			40,764	54.35		19,403	11.51		60,167	68,986	65,290
ADVERTISER	M (M-SAT)			27,713	36.95		17,385	10.31		45,098	53,859 (b)	
ADVERTISER	M (M-F)											50,200
JOURNAL	E (M-F)			13,051	17.40		2,018	1.20		15,069	15,127	15,090
ADVERTISER	SAT M											63,969
ADVERTISER	SUN			43,676	58.23		25,446	15.09		69,122	79,609	77,687
OPELIKA (LEE CO.)			22,000			32,700			54,700			
NEWS	M (M-F)			7,803	35.47		3,582	10.95		11,385	12,060 (b)	
NEWS	E (M-F)											12,917 (a)
NEWS	SUN			8,362	38.01		4,158	12.72		12,520	13,206	14,105

(a) ADJUSTED TO AUDIT
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* AVERAGE FOR 3 MONTHS

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

					RATIO			RATIO	TOTAL NDM OR		TOTAL CIRCULATION	
		SPECIAL	CZ OR NDM		CIRC/OH'S	RTZ OR NDM		CIRC/OH'S	CZ & RTZ		AS OF	AS OF
ALABAMA (cont.)		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
TUSCALOOSA (TUSCALOOSA CO.)			55,000 #						55,000			
NEWS	E (M-SAT)	Z	#	28,333	51.51					28,333	39,949	40,147
NEWS	SUN	Z	#	28,845	52.45					28,845	41,088	41,283
ALASKA												
ANCHORAGE (ANCHORAGE BOROUGH)			115,000 #						115,000			
NEWS	M (M-SAT)	Z	#	57,362	49.88					57,362	60,445	57,976
NEWS	SUN	Z	#	75,369	65.54					75,369	80,323	74,857
TIMES	M (M-SAT)	Z	#	39,253	34.13					39,253	44,524 (b)	
TIMES	E (M-F)	Z	#									32,777
TIMES	SAT M	Z	#									36,809
TIMES	SUN	Z	#	42,628	37.07					42,628	45,628	40,730
FAIRBANKS (FAIRBANKS NORTH STAR BOROUGH)			30,500 #						30,500			
NEWS-MINER	E (M-F)	Z	#	16,167	53.01					16,167	16,797	16,152
NEWS-MINER	SUN	Z	#	20,749	68.03					20,749	21,572	21,219
ARIZONA												
CASA GRANDE (PINAL CO.)			6,400			15,300			21,700			
DISPATCH	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CHANDLER (MARICOPA CO.)			31,900						31,900			
TRIBUNE	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FLAGSTAFF (COCONINO CO.)			20,400 #			10,700			31,100			
SUN	E (M-F)		#	11,220	55.00		1,037	9.69		12,257	12,594 *	12,780 *
SUN	SUN		#	11,583	56.78		1,227	11.47		12,810	13,583 *	13,614 *

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ARIZONA (cont.)	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MESA (MARICOPA CO.)			123,800						123,800			
TRIBUNE	M (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PHOENIX (MARICOPA CO.)			817,600			124,400			942,000			
REPUBLIC, GAZETTE	CMB DLY	Z		428,104	52.36		31,543	25.36		459,647	490,364 *	481,863 *
REPUBLIC	M (M-SAT)	Z		332,762	40.70		30,363	24.41		363,125	393,722 *	382,952 *
GAZETTE	E (M-SAT)	Z		95,342	11.66		1,180	0.95		96,522	96,642 *	98,911 *
REPUBLIC	SUN	Z		511,607	62.57		41,672	33.50		553,279	595,413 *	581,386 *
SCOTTSDALE (MARICOPA CO.)			87,000 #						87,000			
PROGRESS	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SUN CITY (MARICOPA CO.)			39,500 #						39,500			
NEWS-SUN	E (M-SAT)		#	19,048	48.22					19,048	21,730 *	21,571 *
TEMPE (MARICOPA CO.)			55,400						55,400			
NEWS TRIBUNE	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS TRIBUNE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TUCSON (PIMA CO.)			257,200 #			100,400			357,600			
STAR, CITIZEN	CMB DLY		#	138,317	53.78		11,951	11.90		150,268	151,648 *	148,073 *
STAR	M (M-SAT)		#	87,222	33.91		10,285	10.24		97,507	98,793 *	94,565 *
CITIZEN	E (M-SAT)		#	51,095	19.87		1,666	1.66		52,761	52,855 *	53,508 *
STAR	SUN		#	157,915	61.40		14,897	14.84		172,812	174,987 *	176,049 *
YUMA (YUMA CO.)			30,000 #						30,000			
SUN	E (M-SAT)		#	25,933	86.44					25,933	27,090 *	27,182 *
SUN	SUN		#	29,645	98.82					29,645	31,141 *	32,315 *
ARKANSAS												
BENTON (SALINE CO.)			7,300			10,600			17,900			
COURIER	E (M-F)			3,953	54.15		5,575	52.59		9,528	9,814	9,605

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ARKANSAS (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
EL DORADO (UNION CO.)			10,100			8,500			18,600			
NEWS-TIMES	M (M-SAT)	Z		6,306	62.44		4,577	53.85		10,883	11,504	11,674
NEWS-TIMES	SUN	Z		6,021	59.61		4,837	56.91		10,858	11,576	11,663
FAYETTEVILLE (WASHINGTON CO.)			16,000			35,400			51,400			
NORTHWEST TIMES	E (M-SAT)	Z		7,810	48.81		4,617	13.04		12,427	12,780	12,280
NORTHWEST TIMES	SUN	Z		8,636	53.97		5,073	14.33		13,709	14,183	13,741
FORT SMITH (SEBASTIAN CO.)			38,600			84,700			123,300			
SOUTHWEST TIMES RECORD	ALL DAY (M-SAT)	Z		23,875	61.85		20,152	23.79		44,027	44,330	43,310
SOUTHWEST TIMES RECORD	SUN	Z		24,743	64.10		23,170	27.36		47,913	48,285	47,253
HOT SPRINGS (GARLAND CO.)			17,300			25,800			43,100			
SENTINEL-RECORD	M (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL-RECORD	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JONESBORO (CRAIGHEAD CO.)			16,200			25,100			41,300			
SUN	M (M-SAT)			12,333	76.13		8,820	35.14		21,153	26,225 *	26,525 *
SUN	SUN			13,050	80.56		9,705	38.67		22,755	28,078 *	28,753 *
LITTLE ROCK (PULASKI CO.)			129,000			275,900			404,900			
DEMOCRAT	M (M, TU & TH)			49,642	38.48		44,094	15.98		93,736	117,403	113,714
DEMOCRAT	M (WED)			76,168	59.04		46,546	16.87		122,714	147,066	144,541
DEMOCRAT	M (FRI)			75,652	58.64		46,559	16.88		122,211	146,254	143,358
DEMOCRAT	SAT			74,021	57.38		46,303	16.78		120,324	143,918	140,173
DEMOCRAT	SUN			83,097	64.42		99,003	35.88		182,100	236,093	219,011
GAZETTE	M (M-TH)	C		47,942	37.16		42,008	15.23		89,950	125,207	136,516
GAZETTE	M (FRI)	C		55,444	42.98		57,591	20.87		113,035	153,597	185,848
GAZETTE	SAT M	C		54,171	41.99		56,649	20.53		110,820	149,612	180,961
GAZETTE	SUN	C		67,538	52.36		3,988	34.07		161,526	222,072	221,132
MOUNTAIN HOME (BAXTER CO.)			4,100			9,500			13,600			
BAXTER BULLETIN	M (M-SAT)			3,474	84.73		4,051	42.64		7,525	8,938	8,808
PINE BLUFF (JEFFERSON CO.)			21,900			35,900			57,800			
COMMERCIAL	E (M-SAT)			12,800	58.45		9,222	25.69		22,022	22,168	22,115
COMMERCIAL	SUN			13,497	61.63		9,850	27.44		23,347	23,529	23,526

(a) ADJUSTED TO AUDIT
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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ARKANSAS (cont.)

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
ROGERS (BENTON CO.)			9,400			43,100			52,500			
NORTHWEST NEWS	M (M-F)			6,732	71.62		7,944	18.43		14,676	14,852	13,137
NORTHWEST NEWS	SUN			7,519	79.99		9,490	22.02		17,009	17,260	15,907
SPRINGDALE (WASHINGTON CO.)			10,600			53,200			63,800			
NEWS	M (M-F)	Z		7,694	72.58		7,182	13.50		14,876	15,459 (b)	
NEWS	E (M-F)	Z										13,128
NEWS	SUN	Z		8,193	77.29		7,820	14.70		16,013	16,678	14,822
WEST MEMPHIS (CRITTENDEN CO.)			9,700 #			7,600			17,300			
TIMES	E (M-F)		#	5,692	58.68		3,057	40.22		8,749	9,112	9,587

CALIFORNIA

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
ALAMEDA (ALAMEDA CO.)			32,600						32,600			
TIMES-STAR	M (M-SAT)	Z		7,321	22.46					7,321	7,367	8,077
ANTIOCH (CONTRA COSTA CO.)			30,500 #						30,500			
LEDGER	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ANTIOCH (CONTRA COSTA CO.)			51,500 #						51,500			
LEDGER/POST DISPATCH	SAT M	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LEDGER/POST DISPATCH	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AUBURN (PLACER CO.)			21,100 #						21,100			
JOURNAL	M (M-F)	Z	#	12,404	58.79					12,404	14,741	13,346
JOURNAL	SUN	Z	#	12,672	60.06					12,672	15,077	13,690
BAKERSFIELD (KERN CO.)			106,700			82,200			188,900			
CALIFORNIAN	M (M-SAT)			64,384	60.34		17,070	20.77		81,454	82,879 *	83,423 *
CALIFORNIAN	SUN			72,416	67.87		20,637	25.11		93,053	94,696 *	93,165 *
BRAWLEY (IMPERIAL CO.)			9,500 #						9,500			
NEWS	E (M-F)	Z	#	4,838	50.93					4,838	5,247	5,386

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
CHICO (BUTTE CO.)			63,200 #						63,200			
ENTERPRISE-RECORD	E (M-SAT)	Z	#	28,120	44.49					28,120	30,142	30,220
ENTERPRISE-RECORD	SUN	Z	#	29,005	45.89					29,005	31,270	30,104
DAVIS (YOLO CO.)			44,500 #						44,500			
ENTERPRISE	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ENTERPRISE	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EL CENTRO (IMPERIAL CO.)			22,800 #						22,800			
IMPERIAL VALLEY PRESS	E (M-F)	Z	#	11,637	51.04					11,637	12,008	11,763
EL CENTRO-BRAWLEY			32,100 #						32,100			
IMPERIAL VALLEY PRESS/NEWS	SUN	Z	#	17,126	53.35					17,126	17,930	17,685
EUREKA (HUMBOLDT CO.)			18,800			36,500			55,300			
TIMES STANDARD	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES STANDARD	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FAIRFIELD (SOLANO CO.)			27,900			27,900			55,800			
REPUBLIC	M (M-SAT)	Z		17,443	62.52		1,850	6.63		19,293	20,024	20,091
REPUBLIC	SUN	Z		19,117	68.52		2,110	7.56		21,227	21,967	22,264
FREMONT-NEWARK (ALAMEDA CO.)			87,800						87,800			
ARGUS	M (M-SAT)	Z		32,196	36.67					32,196	32,377	31,512
ARGUS	SUN	Z		32,864	37.43					32,864	33,007	33,035
FRESNO (FRESNO CO.)			225,600 #						225,600			
BEE	M (M-SAT)	Z	#	121,216	53.73					121,216	154,589 *	148,491 *
BEE	SUN	Z	#	140,323	62.20					140,323	187,541 *	181,065 *
GILROY (SANTA CLARA CO.)			9,700			11,900			21,600			
DISPATCH	M (M-F)			4,363	44.98		1,664	13.98		6,027	6,204 (b)	
DISPATCH	E (M-F)											6,360
GRASS VALLEY (NEVADA CO.)			28,400 #						28,400			
UNION	E (M-SAT)	Z	#	15,574	54.84					15,574	16,087	15,940
HANFORD (KINGS CO.)			14,100			16,600			30,700			
SENTINEL	E (M-F)			8,006	56.78		6,157	37.09		14,163	14,385	13,632
SENTINEL	SUN			8,083	57.33		6,277	37.81		14,360	14,597	13,815

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
HAYWARD (ALAMEDA CO.)			94,800			98,300			193,100			
REVIEW	M (M-SAT)	Z		32,116	33.88		10,303	10.48		42,419	43,026	43,649
REVIEW	SUN	Z		33,526	35.36		10,619	10.80		44,145	51,022	52,465
HEMET (RIVERSIDE CO.)			41,500			7,200			48,700			
NEWS	E (M-SAT)	Z		18,371	44.27		1,512	21.00		19,883	20,614	20,940
NEWS	SUN	Z		18,712	45.09		1,551	21.54		20,263	21,029	21,403
HOLLISTER (SAN BENITO CO.)			6,400 #			5,600			12,000			
FREE LANCE	M (M-F)	Z	#	3,858	60.28					3,858	4,017 (b)	
FREE LANCE	E (M-F)	Z	#									3,978
LODI (SAN JOAQUIN CO.)			19,300			11,500			30,800			
NEWS-SENTINEL	M (M-SAT)			12,287	63.66		4,812	41.84		17,099	17,612	17,684
LOMPOC (SANTA BARBARA CO.)			16,000			3,000			19,000			
RECORD	E (M-F)	Z		8,677	54.23		445	14.83		9,122	9,251	9,518
RECORD	SUN	Z		8,968	56.05		500	16.67		9,468	9,633	10,137
LOS ANGELES (LOS ANGELES CO.)			1,355,000			2,782,700			4,137,700			
HOLLYWOOD REPORTER	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INVESTOR'S DAILY	M (M-F)										100,798	98,528
LA OPINION	M (M-F)	Z		65,705	4.85		32,970	1.18		98,675	109,558	101,873
LA OPINION	SAT M	Z		54,949	4.06		27,426	0.99		82,375	92,647	87,145
LA OPINION	SUN	Z		47,632	3.52		24,599	0.88		72,231	81,773	78,470
LOS ANGELES (LOS ANGELES CO.)			687,800 #						687,800			
DAILY NEWS	M (M-F)	Z	#	173,517	25.23					173,517	202,748	202,384
DAILY NEWS	SAT M	Z	#	162,683	23.65					162,683	187,453	187,093
DAILY NEWS	SUN	Z	#	194,699	28.31					194,699	223,647	214,205
RACING FORM	MON M										9,840	9,943
RACING FORM	TUE M										3,208	3,033
RACING FORM	M (W-F)										27,446	27,533
RACING FORM	SAT M										41,037	41,192
RACING FORM	SUN										37,041	36,964

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
LOS ANGELES (LOS ANGELES CO.)			4,021,700 #						4,021,700			
TIMES	M (M-F)	Z,C	#	976,678	24.29					976,678	1,242,864	1,210,077
TIMES	SAT M	Z,C	#	860,234	21.39					860,234	1,112,221	1,102,789
TIMES	SUN	Z,C	#	1,238,372	30.79					1,238,372	1,576,425	1,504,540
VARIETY	M (M-F)										23,527	23,296
LOS ANGELES CO.			539,000 #						539,000			
COPLEY LOS ANGELES NEWSPAPERS	E (M-SAT)		#								129,812	132,413
COPLEY LOS ANGELES NEWSPAPERS	SUN		#								123,726	126,118
LOS ANGELES CO. (LONG BEACH P.O.)			289,500			138,600			428,100			
PRESS-TELEGRAM (11-1-90 TO 3-31-91)	M (M-F)	Z		93,143	32.17		20,479	14.78		113,622	131,945 (b)	
PRESS-TELEGRAM (10-1-90 TO 10-31-90)	CMB DLY	Z		93,711	32.37		20,613	14.87		114,324	132,367 (b)	
PRESS-TELEGRAM (10-1-90 TO 10-31-90)	M (M-F)	Z		90,627	31.30		20,613	14.87		111,240	129,283 (b)	
PRESS-TELEGRAM (10-1-90 TO 10-31-90)	E (M-F)	Z		3,084	1.07					3,084	3,084 (b)	
PRESS-TELEGRAM	SAT	Z		91,912	31.75		19,953	14.40		111,865	128,849	130,483
PRESS-TELEGRAM	SUN	Z		108,942	37.63		25,179	18.17		134,121	151,866	155,386
LOS ANGELES CO. (PASADENA P.O.)			154,100 #						154,100			
STAR-NEWS	M (TU-SAT)		#	33,024	21.43					33,024	42,522	43,683
STAR NEWS	M (MON)		#	29,383	19.07					29,383	36,613	37,587
STAR-NEWS	SUN		#	34,538	22.41					34,538	45,054	46,743
LOS ANGELES CO. (WEST COVINA P.O.)			230,000 #						230,000			
SAN GABRIEL VALLEY TRIBUNE	M (M-SAT)		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TRIBUNE NEWS	SUN		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MADERA (MADERA CO.)			9,400			18,600			28,000			
TRIBUNE	E (M-SAT)			4,968	52.85		3,704	19.91		8,672	8,850	8,799

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MARIN CO. (NOVATO P.O.)			97,400 #						97,400			
INDEPENDENT JOURNAL	E (M-SAT)	Z	#	40,188	41.26					40,188	41,443	40,512
INDEPENDENT JOURNAL	SUN	Z	#	41,236	42.34					41,236	42,724	41,841
MARYSVILLE (YUBA CO.)-YUBA CITY (SUTTER CO.)			44,800 #						44,800			
APPEAL-DEMOCRAT	E (M-SAT)	Z	#	23,068	51.49					23,068	25,914	25,613
MERCED (MERCED CO.)			27,000			36,000			63,000			
SUN-STAR	M (M-SAT)			19,232	71.23		5,812	16.14		25,044	25,549	24,896
MODESTO (STANISLAUS CO.)			56,500 #			68,500			125,000			
BEE	M (M-SAT)	Z	#	41,190	72.90		27,636	40.34		68,826	85,020 *	81,522 *
BEE	SUN	Z	#	43,640	77.24		30,852	45.04		74,492	94,363 *	91,416 *
MONTEREY (MONTEREY CO.)			38,100 #			19,800			57,900			
HERALD	M (M-SAT)	Z,C	#	23,029	60.44		7,976	40.28		31,005	35,126	35,065
HERALD	SUN	Z,C	#	23,720	62.26		8,437	42.61		32,157	36,998	36,238
NAPA (NAPA CO.)			24,600			16,900			41,500			
REGISTER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	SAT				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
REGISTER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OAKLAND (ALAMEDA CO.)			793,300 #						793,300			
TRIBUNE	M (M-SAT)	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN	C	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ORANGE CO. (ANAHEIM P.O.)			186,900 #						186,900			
BULLETIN	M (M-SAT)	Z	#	6,595	3.53					6,595	6,763 * (b)	7,189
BULLETIN	E (M-SAT)	Z	#									
ORANGE CO. (LA HABRA P.O.)			30,100 #						30,100			
STAR-PROGRESS	E (M-F)	Z	#	3,389	11.26					3,389	4,780	4,711

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
ORANGE CO. (SANTA ANA P.O.)			822,100 #						822,100			
REGISTER	ALL DAY (M-F)	Z,C	#	345,402	42.01					345,402	372,750	349,019
REGISTER	SAT M	Z,C	#	335,206	40.77					335,206	360,337	340,147
REGISTER	SUN	Z,C	#	396,742	48.26					396,742	429,146	402,060
OROVILLE (BUTTE CO.)			11,600			8,600			20,200			
MERCURY REGISTER	E (M-SAT)	Z		6,312	54.41		2,191	25.48		8,503	8,757	8,875
PALM SPRINGS-PALM DESERT (RIVERSIDE CO.)			42,400 #			10,800			53,200			
DESERT SUN	M (M-F)		#	33,546	79.12		4,781	44.27		38,327	48,974	43,108
DESERT SUN	WKND		#	41,675	98.29		6,169	57.12		47,844	61,717	54,528
PALO ALTO (SANTA CLARA CO.)			142,800			57,200			200,000			
PENINSULA TIMES TRIBUNE	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PENINSULA TIMES TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WALL STREET JOURNAL-WESTERN EDITION	M (M-F)										403,997	402,400
PETALUMA (SONOMA CO.)			15,700			58,100			73,800			
ARGUS-COURIER	E (M-F)	Z		7,346	46.79		1,743	3.00		9,089	9,284	9,167
ARGUS-COURIER	SUN	Z		7,513	47.85		1,764	3.04		9,277	9,471	9,372
PITTSBURG (CONTRA COSTA CO.)			21,100 #						21,100			
POST DISPATCH	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PLACERVILLE (EL DORADO CO.)			3,400 @						3,400			
MOUNTAIN DEMOCRAT	M,W, TH, F	Z	@	5,781	170.03		7,405			13,186	14,031	
PLEASANTON (ALAMEDA CO.)			91,500 #						91,500			
TRI-VALLEY HERALD	M (M-SAT)	Z	#	32,188	35.18					32,188	34,160	33,463
TRI-VALLEY HERALD	SUN	Z	#	33,107	36.18					33,107	35,179	34,525
PLEASANTON (ALAMEDA CO.)			69,600 #						69,600			
VALLEY TIMES	M (M-SAT)	Z	#	34,297	49.28					34,297	34,552	31,492
VALLEY TIMES	SUN	Z	#	36,227	52.05					36,227	36,748	33,013

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
PORTERVILLE (TULARE CO.)			27,800 #						27,800			
RECORDER	E (M-SAT)	Z	#	13,371	48.10					13,371	13,643 *	13,400 *
RED BLUFF (TEHAMA CO.)			18,800 #						18,800			
NEWS	E (M-SAT)		#	8,527	45.36					8,527	8,800	8,843
REDDING (SHASTA CO.)			62,300 #						62,300			
RECORD SEARCHLIGHT	E (M-SAT)	Z	#	38,443	61.71					38,443	40,748	39,940
RECORD SEARCHLIGHT	SUN	Z	#	37,124	59.59					37,124	39,648	38,481
REDLANDS (SAN BERNARDINO CO.)			27,900 #						27,900			
FACTS	E (M-SAT)	Z	#	8,611	30.86					8,611	9,417	9,929
FACTS	SUN	Z	#	8,705	31.20					8,705	9,506	10,078
RICHMOND (CONTRA COSTA CO.)			85,000 #						85,000			
WEST COUNTY TIMES	M (M-SAT)	Z	#	34,204	40.24					34,204	34,797	33,239
WEST COUNTY TIMES	SUN	Z	#	34,648	40.76					34,648	35,244	33,466
RIVERSIDE CO. (RIVERSIDE P.O.)			255,400 #						255,400			
PRESS-ENTERPRISE	M (M-SAT)	Z,C	#	142,057	55.62					142,057	161,126	156,508
PRESS-ENTERPRISE	SUN	Z,C	#	147,932	57.92					147,932	170,092	164,748
ROSEVILLE (PLACER CO.)			35,100 #						35,100			
PRESS-TRIBUNE	E (M-F)		#	12,305	35.06					12,305	13,685	14,164
PRESS-TRIBUNE	SUN		#	12,400	35.33					12,400	13,798	14,304
SACRAMENTO (SACRAMENTO CO.)			536,900 #						536,900			
BEE	M (M-SAT)	Z,C	#	242,370	45.14					242,370	273,844 *	263,412 *
BEE	SUN	Z,C	#	291,064	54.21					291,064	338,355 *	322,870 *
SACRAMENTO (SACRAMENTO CO.)			520,800 #						520,800			
UNION	M (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
UNION	SAT M		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
UNION	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
UNION	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SALINAS (MONTEREY CO.)			40,900 #						40,900			
CALIFORNIAN	M (M-SAT)	Z	#	17,823	43.58					17,823	24,290 (b)	
CALIFORNIAN	E (M-SAT)	Z	#									23,351

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
SAN BERNARDINO (SAN BERNARDINO CO.)			264,800 #						264,800			
SUN	M (M-SAT)		#	84,106	31.76					84,106	93,534	88,817
SUN	SUN		#	93,930	35.47					93,930	104,876	100,193
SAN BERNARDINO CO. (ONTARIO P.O.)			221,800 #						221,800			
INLAND VALLEY BULLETIN	ALL DAY (M-S)	Z	#	79,848	36.00					79,848	86,774	
INLAND VALLEY BULLETIN	SUN	Z	#	82,257	37.09					82,257	89,342	
SAN BERNARDINO CO. (VICTORVILLE P.O.)			14,700			54,900			69,600			
PRESS	E (M-SAT)			8,478	57.67		18,838	34.31		27,316	27,480 *	27,289 *
PRESS	SUN			9,022	61.37		20,874	38.02		29,896	30,145 *	29,958 *
SAN CLEMENTE (ORANGE CO.)			20,500			23,300			43,800			
SUN-POST	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SAN DIEGO (SAN DIEGO CO.)			707,800			198,900			906,700			
TRANSCRIPT	M (M-F)			8,628	1.22		1,163	0.58		9,791	10,173 *	9,854 *
UNION, TRIBUNE	CMB DLY	Z,C		334,497	47.26		53,265	26.78		387,762	396,220 *	388,754 *
UNION	M (M-SAT)	Z,C		228,658	32.31		42,410	21.32		271,068	279,136 *	271,131 *
TRIBUNE	E (M-SAT)	Z,C		105,839	14.95		10,855	5.46		116,694	117,084 *	117,623 *
UNION	SUN	Z,C		382,174	53.99		62,498	31.42		444,672	456,167 *	443,788 *
SAN DIEGO CO. (EL CAJON P.O.)			56,900			89,000			145,900			
CALIFORNIAN	E (TU-S)			9,816	17.25		11,747	13.20		21,563	22,987	20,347
CALIFORNIAN	SUN			10,951	19.25		12,283	13.80		23,234	24,651	21,362
SAN DIEGO CO. (ESCONDIDO P.O.)			59,800			63,300			123,100			
TIMES-ADVOCATE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-ADVOCATE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

					RATIO			RATIO	TOTAL NDM OR		TOTAL CIRCULATION	
		SPECIAL	CZ OR NDM		CIRC/OH'S	RTZ OR NDM		CIRC/OH'S	CZ & RTZ		AS OF	AS OF
CALIFORNIA (cont.)		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
SAN DIEGO CO. (OCEANSIDE P.O.)			68,000			46,900			114,900			
BLADE-CITIZEN	M (M,TU, TH & SAT)	Z		24,615	36.20		13,295	28.35		37,910	39,133	36,305
BLADE-CITIZEN	M (WED)	Z		25,993	38.22		21,400	45.63		47,393	54,036	49,144
BLADE-CITIZEN	M (FRI)	Z		26,049	38.31		21,437	45.71		47,486	54,177	48,545
BLADE-CITIZEN	SUN	Z		25,396	37.35		13,747	29.31		39,143	40,306	38,809
SAN FRANCISCO (SAN FRANCISCO CO.)			352,800 #			1,511,900			1,864,700			
CHRONICLE, EXAMINER	CMB DLY	C	#	213,668	60.56		377,297	24.96		590,965	707,999	709,961
CHRONICLE	M (M-F)	C	#	141,506	40.11		318,365	21.06		459,871	570,364	569,257
EXAMINER	E (M-F)	C	#	72,162	20.45		58,932	3.90		131,094	137,635	140,704
CHRONICLE	SAT M	C	#	116,413	33.00		294,682	19.49		411,095	515,418	514,788
EXAMINER	SAT E	C	#	45,321	12.85		50,282	3.33		95,603	101,911	106,034
EXAMINER & CHRONICLE	SUN	C	#	173,858	49.28		412,059	27.25		585,917	704,322	713,172
SAN JOSE (SANTA CLARA CO.)			431,000 #			84,200			515,200			
MERCURY NEWS	ALL DAY (M-F)	C	#	207,541	48.15		31,811	37.78		239,352	280,918	281,369
MERCURY NEWS	SAT M	C	#	190,163	44.12		28,426	33.76		218,589	258,681	259,990
MERCURY NEWS	SUN	C	#	244,119	56.64		35,801	42.52		279,920	338,490	334,284
SAN LUIS OBISPO (SAN LUIS OBISPO CO.)			15,200			65,400			80,600			
TELEGRAM-TRIBUNE	E (M-F)	Z		9,799	64.47		21,740	33.24		31,539	32,139	32,374
TELEGRAM-TRIBUNE	SAT M	Z		11,175	73.52		25,888	39.58		37,063	37,801	37,797
SAN MATEO (SAN MATEO CO.)			82,500			87,500			170,000			
TIMES	E (M-SAT)	Z		28,888	35.02		12,047	13.77		40,935	44,854	43,859
SANTA BARBARA (SANTA BARBARA CO.)			69,400			62,000			131,400			
NEWS-PRESS	M (M-SAT)	Z		40,147	57.85		13,013	20.99		53,160	53,811	53,052
NEWS-PRESS	SUN	Z		43,331	62.44		13,703	22.10		57,034	58,135	58,055

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
CALIFORNIA (cont.)		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
SANTA CRUZ (SANTA CRUZ CO.)			39,000			30,200			69,200			
SENTINEL	M (M-SAT)	Z		15,670	40.18		12,019	39.80		27,689	28,749 * (b)	
SENTINEL	M (M-F)	Z										29,082 *
SENTINEL	SUN	Z		16,609	42.59		12,972	42.95		29,581	30,859 *	31,411 *
SANTA MARIA (SANTA BARBARA CO.)			27,900			40,200			68,100			
TIMES	E (M-F)			17,297	62.00		3,697	9.20		20,994	21,352	20,421
TIMES	SUN			17,879	64.08		4,108	10.22		21,987	22,418	21,502
SANTA ROSA (SONOMA CO.)			69,000			143,200			212,200			
PRESS DEMOCRAT	M (M-SAT)	Z		41,359	59.94		51,058	35.66		92,417	93,838	89,838
PRESS DEMOCRAT	SUN	Z		44,023	63.80		55,857	39.01		99,880	101,581	97,234
STOCKTON (SAN JOAQUIN CO.)			87,100 #			77,000			164,100			
RECORD	M (M-SAT)		#	42,327	48.60		9,788	12.71		52,115	55,080	53,893
RECORD	SUN		#	43,348	49.77		12,267	15.93		55,615	59,245	58,147
TEMECULA (RIVERSIDE CO.)			13,600 @						13,600			
THE CALIFORNIAN	M (M-F)	Z	@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
THE CALIFORNIAN	SUN	Z	@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRACY (SAN JOAQUIN CO.)			13,700 #						13,700			
TRACY PRESS	M (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TULARE (TULARE CO.)			11,800			8,900			20,700			
ADVANCE-REGISTER	E (M-SAT)	Z		6,914	58.59		2,172	24.40		9,086	9,355	9,362
TURLOCK (STANISLAUS CO.)			15,600			13,300			28,900			
JOURNAL	E (M-SAT)	Z		7,030	45.06		2,792	20.99		9,822	10,298	10,039
UKIAH (MENDOCINO CO.)			7,200			8,400			15,600			
JOURNAL	E (M-SAT)	Z		6,252	86.83		2,306	27.45		8,558	9,051	9,158
JOURNAL	SUN	Z		6,435	89.38		2,481	29.54		8,916	9,425	9,654
VACAVILLE (SOLANO CO.)			23,000			37,400			60,400			
REPORTER	M (M-SAT)	Z		16,497	71.73		3,131	8.37		19,628	20,034	18,775
REPORTER	SUN	Z		16,648	72.38		3,092	8.27		19,740	20,157	19,005

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
VALLEJO (SOLANO CO.)			49,900			4,400			54,300			
TIMES-HERALD	M (M-SAT)	Z		23,646	47.39		119	2.70		23,765	26,125	26,325
TIMES-HERALD	SUN	Z		23,688	47.47		119	2.70		23,807	26,274	26,292
VENTURA CO. (CAMARILLO P.O.)			22,600 #						22,600			
NEWS	M (M-SAT)	Z	#	9,959	44.07					9,959	10,446	10,399
NEWS	SUN	Z	#	10,116	44.76					10,116	10,624	10,636
VENTURA CO. (OXNARD P.O.)			46,000			30,900			76,900			
PRESS-COURIER	E (M-SAT)	Z		14,477	31.47		2,115	6.84		16,592	17,627	19,361
PRESS-COURIER	SUN	Z		15,081	32.78		2,198	7.11		17,279	18,324	20,460
VENTURA CO. (SIMI VALLEY P.O.)			29,800			3,600			33,400			
ENTERPRISE	E (M-SAT)			15,406	51.70		1,846	51.28		17,252	17,373	16,700
ENTERPRISE	SUN			15,885	53.31		1,883	52.31		17,768	17,890	17,388
VENTURA CO. (THOUSAND OAKS P.O.)			48,200			4,400			52,600			
NEWS-CHRONICLE	E (M-SAT)	Z		20,799	43.15		1,222	27.77		22,021	22,671	23,145
NEWS-CHRONICLE	SUN	Z		21,721	45.06		1,271	28.89		22,992	23,827	24,304
VENTURA CO. (VENTURA P.O.)			88,600 #			134,000			222,600			
STAR-FREE PRESS	M (M-SAT)	Z	#	39,847	44.97		9,739	7.27		49,586	49,913 (b)	
STAR-FREE PRESS	E (M-SAT)	Z	#									49,508
STAR-FREE PRESS	SUN	Z	#	44,106	49.78		11,563	8.63		55,669	56,167	55,986
VISALIA (TULARE CO.)			31,000 #			10,600			41,600			
TIMES-DELTA	M (M-F)	Z	#	16,211	52.29		4,753	44.84		20,964	23,504	22,229
TIMES-DELTA	SAT M	Z	#	20,451	65.97		5,656	53.36		26,107	30,124	28,526
WALNUT CREEK (CONTRA COSTA CO.)			130,600 #						130,600			
CONTRA COSTA TIMES	M (M-SAT)	Z	#	70,493	53.98					70,493	90,360	89,092
CONTRA COSTA TIMES	SUN	Z	#	76,352	58.46					76,352	99,567	99,145
WATSONVILLE (SANTA CRUZ CO.)			32,200 #						32,200			
REGISTER-PAJARONIAN	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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CALIFORNIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
WHITTIER (LOS ANGELES CO.)			57,900 #						57,900			
NEWS	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WOODLAND (YOLO CO.)			14,300			23,800			38,100			
DEMOCRAT	E (M-SAT)	Z		9,376	65.57		1,995	8.38		11,371	11,621 *	11,512 *
DEMOCRAT	SUN	Z		9,435	65.98		2,045	8.59		11,480	11,731 *	11,698 *
COLORADO												
BOULDER (BOULDER CO.)			32,700			24,600			57,300			
CAMERA	M (M-SAT)	Z		20,441	62.51		10,501	42.69		30,942	33,460	32,900
CAMERA	SUN	Z		25,221	77.13		13,837	56.25		39,058	43,221	41,693
CANON CITY (FREMONT CO.)			7,100			5,600			12,700			
RECORD	E (M-SAT)	Z		6,060	85.35		2,211	39.48		8,271	8,517	8,584
COLORADO SPRINGS (EL PASO CO.)			151,600 #						151,600			
GAZETTE TELEGRAPH	M (M-SAT)		#	99,339	65.53					99,339	101,575	103,645
GAZETTE TELEGRAPH	SUN		#	113,329	74.76					113,329	117,004	117,161
DENVER (DENVER CO.)			641,300 #			266,200			907,500			
POST	M (M-SAT)	Z,C	#	178,165	27.78		41,313	15.52		219,478	248,493	246,837
POST	SUN	Z,C	#	277,693	43.30		70,839	26.61		348,532	413,343	408,544
ROCKY MOUNTAIN NEWS	M (M-SAT)	Z,C	#	293,778	45.81		49,959	18.77		343,737	374,009	364,790
ROCKY MOUNTAIN NEWS	SUN	Z,C	#	333,649	52.03		62,261	23.39		395,910	432,502	415,322
DURANGO (LA PLATA CO.)			5,000			7,000			12,000			
HERALD	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FORT COLLINS (LARIMER CO.)			30,400 #			17,300			47,700			
COLORADOAN	M (M-SAT)	Z	#	19,099	62.83		3,708	21.43		22,807	23,807	22,823
COLORADOAN	SUN	Z	#	23,034	75.77		4,441	25.67		27,475	29,366	28,304
GRAND JUNCTION (MESA CO.)			30,400 #			33,100			63,500			
SENTINEL	E (M-SAT)	Z	#	22,992	75.63		7,715	23.31		30,707	31,060	30,270
SENTINEL	SUN	Z	#	24,925	81.99		10,084	30.47		35,009	35,651	34,650

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COLORADO (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
GREELEY (WELD CO.)			27,400 #			24,200			51,600			
TRIBUNE	E (M-SAT)	Z	#	16,344	59.65		7,088	29.29		23,432	24,006	24,071
TRIBUNE	SUN	Z	#	16,281	59.42		7,008	28.96		23,289	23,826	24,060
LONGMONT (BOULDER CO.)			19,700			34,700			54,400			
TIMES-CALL	E (M-SAT)	Z		14,132	71.74		4,799	13.83		18,931	19,229	19,182
TIMES-CALL	SUN	Z		15,016	76.22		5,169	14.90		20,185	20,508	20,203
LOVELAND (LARIMER CO.)			14,400			17,600			32,000			
REPORTER-HERALD	E (M-F)	Z		12,386	86.01		3,292	18.70		15,678	16,102	16,113
REPORTER-HERALD	WKND	Z		13,135	91.22		3,515	19.97		16,650	17,206	17,056
PUEBLO (PUEBLO CO.)			43,700 #			57,500			101,200			
CHIEFTAIN	M (M-SAT)		#	33,273	76.14		16,322	28.39		49,595	50,976	50,419
CHIEFTAIN	SUN		#	35,589	81.44		19,013	33.07		54,602	56,325	55,328
TRINIDAD (LAS ANIMAS CO.)			3,500			1,900			5,400			
CHRONICLE-NEWS	E (M-F)			2,328	66.51		359	18.89		2,687	3,012	3,262
CONNECTICUT												
ANSONIA (NEW HAVEN CO.)			17,500			17,500			35,000			
SENTINEL	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BRIDGEPORT (FAIRFIELD CO.)			101,000			89,600			190,600			
POST	M (M-SAT)	Z		50,872	50.37		15,581	17.39		66,453	69,077 (b)	
POST	M (M-F)	Z										69,920
POST	SAT M	Z										68,751
POST	SUN	Z		60,359	59.76		22,350	24.94		82,709	87,387	89,838
BRISTOL (HARTFORD CO.)			25,100			11,500			36,600			
PRESS	E (M-SAT)	Z		17,629	70.24		655	5.70		18,284	19,931	20,197
DANBURY (FAIRFIELD CO.)			30,200			68,600			98,800			
NEWS-TIMES	M (M-SAT)	Z		17,926	59.36		19,360	28.22		37,286	38,677 *	38,447 *
NEWS-TIMES	SUN	Z		19,927	65.98		24,053	35.06		43,980	46,215 *	45,180 *

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CONNECTICUT (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
GREENWICH (FAIRFIELD CO.)			21,500 #						21,500			
TIME	ALL DAY (M-F)		#	12,601	58.61					12,601	13,234	13,151
TIME	SAT M		#	11,618	54.04					11,618	12,167	12,208
TIME	SUN		#	13,152	61.17					13,152	14,002	13,438
HARTFORD (HARTFORD CO.)			116,900			239,600			356,500			
COURANT	M (M-SAT)	Z,C		63,202	54.07		115,060	48.02		178,262	231,167	230,358
COURANT	SUN	Z,C		71,529	61.19		160,471	66.97		232,000	320,108	316,792
MANCHESTER (HARTFORD CO.)			20,000			59,800			79,800			
HERALD	E (M-SAT)	Z		6,309	31.54		1,086	1.82		7,395	7,524 *	8,430
MANCHESTER (HARTFORD CO.)			98,900 #						98,900			
JOURNAL INQUIRER	E (M-SAT)		#	40,803	41.26					40,803	44,998 *	45,157
MERIDEN-WALLINGFORD (NEW HAVEN CO.)			37,800			23,000			60,800			
RECORD-JOURNAL	M (M-SAT)	Z		24,887	65.84		5,537	24.07		30,424	31,075	30,983
RECORD-JOURNAL	SUN	Z		24,817	65.65		5,403	23.49		30,220	30,914	30,804
MIDDLETOWN (MIDDLESEX CO.)			23,500			46,900			70,400			
PRESS	E (M-SAT)	Z		11,145	47.43		7,346	15.66		18,491	18,769	19,443
MILFORD (NEW HAVEN CO.)			17,700 #						17,700			
CITIZEN	E (M-F)		#	6,657	37.61					6,657	6,800 *	7,019
CITIZEN	SUN		#	8,253	46.63					8,253	8,430 *	8,966
NEW BRITAIN (HARTFORD CO.)			42,700 #						42,700			
HERALD	E (M-SAT)	Z	#	24,576	57.56					24,576	35,519	37,142
NEW HAVEN (NEW HAVEN CO.)			245,100 #						245,100			
REGISTER	M (M-SAT)	Z	#	99,354	40.54					99,354	101,563	105,144
REGISTER	SUN	Z	#	128,209	52.31					128,209	133,547	139,714
NEW LONDON (NEW LONDON CO.)			30,500			35,400			65,900			
DAY	M (M-SAT)	Z		19,706	64.61		14,768	41.72		34,474	37,332	37,554
DAY	SUN	Z		21,890	71.77		17,109	48.33		38,999	42,853	42,367

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

CONNECTICUT (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
NORWALK (FAIRFIELD CO.)			29,000 #			17,200			46,200			
HOUR	E (M-SAT)	Z	#	17,316	59.71		3,468	20.16		20,784	21,647 *	21,329 *
NORWICH (NEW LONDON CO.)			58,900 #						58,900			
BULLETIN	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BULLETIN	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
STAMFORD (FAIRFIELD CO.)			39,300 #			12,100			51,400			
ADVOCATE	ALL DAY (M-F)		#	22,325	56.81		3,847	31.79		26,172	30,958	30,496
ADVOCATE	SAT M		#	20,347	51.77		3,825	31.61		24,172	28,763	28,812
ADVOCATE	SUN		#	25,188	64.09		5,044	41.69		30,232	41,544	39,173
TORRINGTON (LITCHFIELD CO.)			13,200			16,200			29,400			
REGISTER CITIZEN	M (M-SAT)	Z		9,118	69.08		7,420	45.80		16,538	17,496	17,492
WATERBURY (NEW HAVEN CO.)			64,500			50,800			115,300			
REPUBLICAN-AMERICAN	M (M-SAT)	Z		35,881	55.63		17,706	34.85		53,587	58,941 (b)	
REPUBLICAN, AMERICAN	CMB DLY	Z										64,152
REPUBLICAN	M	Z										41,068
AMERICAN	E (M-F)	Z										23,084
REPUBLICAN	SUN	Z		44,466	68.94		24,227	47.69		68,693	76,033	74,668
WILLIMANTIC (WINDHAM CO.)			19,800 #						19,800			
CHRONICLE	E (M-SAT)		#	8,873	44.81					8,873	11,274	11,458
DELAWARE												
DOVER (KENT CO.)			72,600 #						72,600			
STATE NEWS	M (M-SAT)	Z	#	21,816	30.05					21,816	23,794	24,120
STATE NEWS	SUN	Z	#	28,752	39.60					28,752	31,863	32,063
WILMINGTON (NEW CASTLE CO.)			269,500 #						269,500			
NEWS JOURNAL	ALL DAY (M-SAT)		#	112,620	41.79					112,620	119,043 *	119,315 *
NEWS JOURNAL	SUN		#	131,688	48.86					131,688	139,727 *	138,134 *

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
DISTRICT OF COLUMBIA												
WASHINGTON			1,337,500 #						1,337,500			
POST	M (M-F)	Z,C	#	734,520	54.92					734,520	838,902	824,282
POST	SAT M	Z,C	#	691,360	51.69					691,360	793,650	782,675
POST	SUN	Z,C	#	962,187	71.94					962,187	1,165,567	1,154,420
WASHINGTON			1,205,900 #						1,205,900			
TIMES	M (M-F)		#	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
USA TODAY	M (M-TH)		#								1,429,024	1,387,233
USA TODAY	FRI M										1,801,384	1,753,537
FLORIDA												
BRADENTON (MANATEE CO.)			76,400			7,100			83,500			
HERALD	M (M-SAT)			46,821	61.28		1,127	15.87		47,948	49,213 *	47,894 *
HERALD	SUN			56,946	74.54		1,302	18.34		58,248	60,082 *	60,188 *
CHARLOTTE CO. (CHARLOTTE HARBOR P.O.)			33,500			30,100			63,600			
SUN HERALD	M (M-SAT)	Z		17,734	52.94		2,013	6.69		19,747	19,958	
SUN HERALD	SUN	Z		20,126	60.08		5,452	18.11		25,578	26,145	
DAYTONA BEACH (VOLUSIA CO.)			99,600			64,900			164,500			
NEWS-JOURNAL	M (M-SAT)	Z		73,104	73.40		25,990	40.05		99,094	100,668	97,214
NEWS-JOURNAL	SUN	Z		83,413	83.75		30,255	46.62		113,668	116,514	113,405
FORT LAUDERDALE (BROWARD CO.)			540,200 #			68,700			608,900			
SUN-SENTINEL, NEWS	CMB DLY	Z,C	#	200,165	37.05		52,294	76.12		252,459	262,011	271,574
SUN-SENTINEL	M (M-F)	Z,C	#	192,338	35.60		52,294	76.12		244,632	254,184	257,091
FORT LAUDERDALE NEWS	E (M-F)	Z,C	#	7,827	1.45					7,827	7,827	14,483
SUN-SENTINEL	SAT M	Z,C	#	197,539	36.57		52,534	76.47		250,073	258,518	264,504
SUN-SENTINEL	SUN	Z,C	#	274,169	50.75		63,835	92.92		338,004	349,737	350,211

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FLORIDA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
FORT MYERS (LEE CO.)			138,400 #						138,400			
NEWS-PRESS	M (M-SAT)	Z	#	88,154	63.70					88,154	100,973	97,560
NEWS-PRESS	SUN	Z	#	109,630	79.21					109,630	127,548	125,586
FORT PIERCE-PORT ST. LUCIE (ST. LUCIE CO.)			57,100 #						57,100			
TRIBUNE	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FORT WALTON BEACH (OKALOOSA CO.)			46,200			12,000			58,200			
NORTHWEST NEWS	M (M-SAT)	Z		25,728	55.69		5,398	44.98		31,126	35,702 *	35,205 *
NORTHWEST NEWS	SUN	Z		30,164	65.29		6,163	51.36		36,327	42,739 *	42,176 *
GAINESVILLE (ALACHUA CO.)			31,400			69,300			100,700			
SUN	M (M-SAT)	Z		22,636	72.09		27,256	39.33		49,892	56,715	56,162
SUN	SUN	Z		22,358	71.20		29,277	42.25		51,635	59,514	58,551
INVERNESS (CITRUS CO.)			42,000 #						42,000			
CITRUS COUNTY CHRONICLE	M (M-SAT)		#	19,022	45.29					19,022	19,568 *	18,192 *
CITRUS COUNTY CHRONICLE	SUN		#	20,957	49.90					20,957	21,571 *	20,114 *
JACKSONVILLE (DUVAL CO.)			296,800			85,100			381,900			
TIMES-UNION	M (M-F)	Z,C		142,336	47.96		20,318	23.88		162,654	184,394	179,009
TIMES-UNION	SAT M	Z,C		158,648	53.45		22,382	26.30		181,030	204,091	198,268
TIMES-UNION	SUN	Z,C		183,471	61.82		32,091	37.71		215,562	250,112	243,809
KEY WEST (MONROE CO.)			11,900			8,600			20,500			
CITIZEN	M (M-F)			6,414	53.90		1,893	22.01		8,307	8,718	8,019
CITIZEN	SUN			6,969	58.56		2,364	27.49		9,333	10,224	9,629
LAKE CITY (COLUMBIA CO.)			3,500			12,200			15,700			
REPORTER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LAKELAND (POLK CO.)			60,200			94,900			155,100			
LEDGER	M (M-SAT)	Z		44,391	73.74		40,900	43.10		85,291	87,547 *	86,981 *
LEDGER	SUN	Z		52,339	86.94		49,324	51.97		101,663	104,919 *	105,441 *

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FLORIDA (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
LEESBURG (LAKE CO.)			6,400			69,300			75,700			
COMMERCIAL	E (M-SAT)	Z		4,616	72.13		28,065	40.50		32,681	32,874 *	30,891 *
COMMERCIAL	SUN	Z		4,705	73.52		29,905	43.15		34,610	34,910 *	34,069 *
MELBOURNE (BREVARD CO.)			168,000 #						168,000			
TODAY	M (M-SAT)	Z	#	83,558	49.74					83,558	85,187	82,799
TODAY	SUN	Z	#	111,082	66.12					111,082	113,810	112,285
MIAMI (DADE CO.)			726,400			576,000			1,302,400			
HERALD	M (M-SAT)	Z,C		282,883	38.94		118,730	20.61		401,613	444,581	443,216
HERALD	SUN	Z,C		350,883	48.30		146,305	25.40		497,188	553,479	551,027
NAPLES (COLLIER CO.)			32,600			24,200			56,800			
NEWS	M (M-SAT)	Z		28,470	87.33		16,443	67.95		44,913	45,944	41,776
NEWS	SUN	Z		35,186	107.93		21,170	87.48		56,356	59,044	54,075
OCALA (MARION CO.)			18,300			59,900			78,200			
STAR-BANNER	M (M-F)	Z		14,256	77.90		30,979	51.72		45,235	48,493 *	47,668 *
STAR-BANNER	SAT M	Z		16,716	91.34		37,194	62.09		53,910	57,663 *	56,362 *
STAR-BANNER	SUN	Z		15,718	85.89		36,255	60.53		51,973	55,895 *	55,447 *
ORLANDO (ORANGE CO.)			351,100 #			90,200			441,300			
SENTINEL	ALL DAY (M-SAT)	Z,C	#	173,526	49.42		40,389	44.78		213,915	287,270	285,024
SENTINEL	SUN	Z,C	#	248,472	70.77		55,510	61.54		303,982	388,873	387,505
PALATKA (PUTNAM CO.)			4,000			20,300			24,300			
NEWS	E (M-F)	Z		3,315	82.88		10,004	49.28		13,319	13,497	14,297
PANAMA CITY (BAY CO.)			51,800			23,400			75,200			
NEWS-HERALD	M (M-SAT)	Z	#	32,886	63.49		4,601	19.66		37,487	38,357 *	38,743 *
NEWS-HERALD	SUN	Z	#	35,573	68.67		5,111	21.84		40,684	41,933 *	42,847 *
PENSACOLA (ESCAMBIA CO.)			132,800 #						132,800			
NEWS-JOURNAL	M (M-F)	Z	#	55,335	41.67					55,335	60,680 *	59,489 *
NEWS-JOURNAL	SAT M	Z	#	64,283	48.41					64,283	70,647 *	70,268 *
NEWS-JOURNAL	SUN	Z	#	71,609	53.92					71,609	80,552 *	78,538 *

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FLORIDA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
ST. AUGUSTINE (ST. JOHNS CO.)			27,700 #						27,700			
RECORD	E (M-SAT)		#	14,519	52.42					14,519	15,008	14,701
RECORD	SUN		#	14,632	52.82					14,632	15,327	14,955
ST. PETERSBURG (PINELLAS CO.)			499,600 #						499,600			
TIMES	M (M-SAT)	Z,C	#	347,426	69.54					347,426	389,924 *	381,277 *
TIMES	SUN	Z,C	#	438,721	87.81					438,721	500,418 *	494,018 *
SARASOTA (SARASOTA CO.)			121,500 #						121,500			
HERALD-TRIBUNE	M (M-SAT)	Z	#	96,119	79.11					96,119	142,598 *	139,036 *
HERALD-TRIBUNE	SUN	Z	#	115,342	94.93					115,342	171,850 *	167,569 *
STUART (MARTIN CO.)			41,600 #						41,600			
NEWS	M (M-SAT)		#	23,385	56.21					23,385	31,658	31,705
NEWS	SUN		#	26,876	64.61					26,876	37,588	36,929
TALLAHASSEE (LEON CO.)			73,600 #			38,200			111,800			
DEMOCRAT	M (M-SAT)	Z	#	46,827	63.62		10,989	28.77		57,816	63,604	60,637
DEMOCRAT	SUN	Z	#	53,089	72.13		14,927	39.08		68,016	77,363	75,516
TAMPA (HILLSBOROUGH CO.)			333,600 #			997,700			1,331,300			
TRIBUNE	M (M-SAT)	Z,C	#	176,407	52.88		128,279	12.86		304,686	321,626 *	309,638 *
TRIBUNE AND TIMES	SUN	Z,C	#	235,824	70.69		149,638	15.00		385,462	408,343 *	407,225 *
VERO BEACH (INDIAN RIVER CO.)			37,900 #						37,900			
PRESS-JOURNAL	M (M-SAT)	Z	#	28,998	76.51					28,998	32,666	31,074
PRESS-JOURNAL	SUN	Z	#	29,671	78.29					29,671	34,500	32,632
WEST PALM BEACH (PALM BEACH CO.)			228,100			186,900			415,000			
POST	M (M-F)	Z,C		124,840	54.73		57,786	30.92		182,626	195,523	189,530 (a)
POST	SAT M	Z,C		133,486	58.52		62,541	33.46		196,027	209,917	201,021 (a)
POST	SUN	Z,C		154,526	67.74		71,894	38.47		226,420	245,809	234,305 (a)
WINTER HAVEN (POLK CO.)			34,700 #						34,700			
NEWS CHIEF	E (M-SAT)		#	10,313	29.72					10,313	11,717	11,665
NEWS CHIEF	SUN		#	11,135	32.09					11,135	12,815	12,581 (a)

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	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
GEORGIA												
ALBANY (DOUGHERTY CO.)			31,700			74,000			105,700			
HERALD	E (M-SAT)	Z		20,238	63.84		14,585	19.71		34,823	36,778	36,546
HERALD	SUN	Z		22,861	72.12		19,136	25.86		41,997	46,477	45,479
AMERICUS (SUMTER CO.)			5,500			5,900			11,400			
TIMES-RECORDER	E (M-SAT)	Z		3,474	63.16		4,019	68.12		7,493	7,855	8,190
ATHENS (CLARKE CO.)			16,400			43,400			59,800			
NEWS, BANNER-HERALD	CMB DLY			9,140	55.73		14,153	32.61		23,293	28,462	27,656
NEWS	M (M-F)			4,068	24.80		5,680	13.09		9,748	14,739	13,848
BANNER-HERALD	E (M-F)			5,072	30.93		8,473	19.52		13,545	13,723	13,808
BANNER-HERALD/NEWS	SAT M			8,438	51.45		16,043	36.97		24,481	30,297	28,438
BANNER-HERALD/NEWS	SUN			10,093	61.54		17,749	40.90		27,842	34,375	33,131
ATLANTA (FULTON CO.)			716,600 #			719,100			1,435,700			
CONSTITUTION, JOURNAL	CMB DLY	C	#	129,487	18.07		53,485	7.44		182,972	518,914	505,372
CONSTITUTION	M (M-F)	C	#	88,688	12.38		30,140	4.19		118,828	329,582	310,434
JOURNAL	E (M-F)	C	#	40,799	5.69		23,345	3.25		64,144	189,332	194,938
JOURNAL & CONSTITUTION	SAT	C	#	120,846	16.86		57,300	7.97		178,146	533,306	536,617
JOURNAL & CONSTITUTION	SUN	C	#	147,204	20.54		72,700	10.11		219,904	700,739	682,001
AUGUSTA (RICHMOND CO.)			89,200			128,500			217,700			
CHRONICLE, HERALD	CMB DLY			56,875	63.76		25,079	19.52		81,954	83,403	80,092
CHRONICLE	M (M-F)			44,955	50.40		25,063	19.50		70,018	71,442	67,656
HERALD	E (M-F)			11,920	13.36		16	0.01		11,936	11,961	12,436
CHRONICLE	SAT M			64,488	72.30		29,849	23.23		94,337	95,984	91,812
CHRONICLE	SUN			65,057	72.93		31,685	24.66		96,742	98,654	92,960
COLUMBUS (MUSCOGEE CO.)			85,900			107,100			193,000			
LEDGER-ENQUIRER	M (M-SAT)			42,184	49.11		13,165	12.29		55,349	55,976	57,507
LEDGER-ENQUIRER	SUN			51,509	59.96		16,013	14.95		67,522	67,990	69,656
CONYERS (ROCKDALE CO.)			18,800 #						18,800			
ROCKDALE CITIZEN	E (M-F)	Z	#	9,219	49.04					9,219	10,606	9,825

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GEORGIA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
DALTON (WHITFIELD CO.)			8,600			25,700			34,300			
CITIZEN-NEWS	E (M,TU, TH & F)	Z		4,920	57.21		6,695	26.05		11,615	11,784	11,955
CITIZEN-NEWS	WED	Z		8,068	93.81		7,227	28.12		15,295	15,464	13,162
CITIZEN-NEWS	SAT M	Z		4,611	53.62		6,662	25.92		11,273	11,442	11,714
CITIZEN-NEWS	SUN	Z		4,203	48.87		6,437	25.05		10,640	10,809	10,919
DUBLIN (LAURENS CO.)			22,300 #						22,300			
COURIER HERALD	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GAINESVILLE (HALL CO.)			19,900 #			55,200			75,100			
TIMES	E (M-SAT)	Z	#	10,673	53.63		10,076	18.25		20,749	20,958	21,078
TIMES	SUN	Z	#	11,520	57.89		11,696	21.19		23,216	23,425	23,555
GRIFFIN (SPALDING CO.)			9,000			10,500			19,500			
NEWS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GWINNETT CO. (DULUTH P.O.)			117,400 #						117,400			
NEWS	M (M-SAT)	Z	#	44,643	38.03					44,643	50,214 *	48,345 *
NEWS	SUN	Z	#	40,671	34.64					40,671	44,548 *	44,205 *
MACON (BIBB CO.)			63,200 #			152,900			216,100			
TELEGRAPH & NEWS	M (M-SAT)	Z	#	34,381	54.40		37,765	24.70		72,146	75,307	73,983
TELEGRAPH & NEWS	SUN	Z	#	40,627	64.28		55,219	36.11		95,846	100,406	102,439
MARIETTA (COBB CO.)			171,900 #						171,900			
JOURNAL	M (M-SAT)	Z	#	25,949	15.10					25,949	27,183 *	30,261 *
JOURNAL	SUN	Z	#	26,049	15.15					26,049	27,372 *	30,028 *
SAVANNAH (CHATHAM CO.)			74,800			213,300			288,100			
NEWS, PRESS	CMB DLY			47,121	63.00		26,254	12.31		73,375	74,462	71,830
NEWS	M (M-F)			31,692	42.37		23,710	11.12		55,402	56,443	53,456
PRESS	E (M-F)			15,429	20.63		2,544	1.19		17,973	18,019	18,374
NEWS, PRESS	SAT			45,652	61.03		30,973	14.52		76,625	77,835	77,709
NEWS	SUN			45,939	61.42		34,064	15.97		80,003	81,262	77,280

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		SPECIAL	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
GEORGIA (cont.)		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
THOMASVILLE (THOMAS CO.)			6,800			14,400			21,200			
TIMES-ENTERPRISE	E (M-F)	Z		4,951	72.81		5,717	39.70		10,668	11,075	11,283 *
TIMES-ENTERPRISE	SAT M	Z		4,943	72.69		5,797	40.26		10,740	11,149	11,202 *
VALDOSTA (LOWNDES CO.)			13,100			37,900			51,000			
TIMES	M (M-SAT)	Z		10,255	78.28		9,373	24.73		19,628	19,913	19,634
TIMES	SUN	Z		9,683	73.92		9,811	25.89		19,494	19,784	19,372
WARNER ROBINS (HOUSTON CO.)			26,500 #			5,000			31,500			
SUN	E (M-F)	Z	#	8,934	33.71		228	4.56		9,162	9,246 *	9,448 *
SUN	SUN	Z	#	9,523	35.94		306	6.12		9,829	9,913 *	10,248 *
HAWAII												
HILO (HAWAII CO.)			27,500 #						27,500			
TRIBUNE-HERALD	E (M-F)	Z	#	18,372	66.81					18,372	20,499	20,452
TRIBUNE-HERALD	SUN	Z	#	20,883	75.94					20,883	23,997	23,458
HONOLULU (HONOLULU CO.)			273,600 #						273,600			
ADVERTISER, STAR-BULLETIN	CMB DLY		#	175,040	63.98					175,040	193,388	193,115
ADVERTISER	M (M-SAT)		#	89,052	32.55					89,052	104,633	100,703
STAR-BULLETIN	E (M-SAT)		#	85,988	31.43					85,988	88,755	92,412
STAR-BULLETIN & ADVERTISER	SUN		#	185,215	67.70					185,215	202,678	201,773
KAILUA-KONA (HAWAII CO.)			12,100 #						12,100			
WEST HAWAII TODAY	M (M-F)	Z	#	10,960	90.58					10,960	12,121	11,359
WEST HAWAII TODAY	SUN	Z	#	11,811	97.61					11,811	12,836	12,231
LIHUE (KAUAI CO.)			16,100 #						16,100			
GARDEN ISLAND	E (M,W,TH & F)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GARDEN ISLAND	SUN	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WAILUKU (MAUI CO.)			10,400			22,000			32,400			
MAUI NEWS	E (M-TH)	Z		6,742	64.83		10,916	49.62		17,658	17,963	17,895
MAUI NEWS	FRI E	Z		7,050	67.79		11,791	53.60		18,841	21,185	20,252
MAUI NEWS	SUN	Z		6,818	65.56		13,719	62.36		20,537	20,597	21,254

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
IDAHO												
BOISE (ADA CO.)			71,000			77,800			148,800			
STATESMAN	M (M-SAT)	Z		42,168	59.39		15,737	20.23		57,905	60,333	57,664
STATESMAN	SUN	Z		54,633	76.95		22,597	29.04		77,230	80,471	78,061
IDAHO FALLS (BONNEVILLE CO.)			16,100			27,200			43,300			
POST-REGISTER	E (M-F)	Z		11,916	74.01		11,514	42.33		23,430	26,184	25,220
POST-REGISTER	SUN	Z		12,148	75.45		11,939	43.89		24,087	27,359	26,471
POCATELLO (BANNOCK CO.)			20,300			23,600			43,900			
STATE JOURNAL	E (M-F)	Z		12,045	59.33		6,303	26.71		18,348	18,528	18,949
JOURNAL	SUN	Z		12,741	62.76		6,928	29.36		19,669	19,913	20,130
TWIN FALLS (TWIN FALLS CO.)			11,800			37,900			49,700			
TIMES-NEWS	M (M-SAT)	Z		8,587	72.77		11,640	30.71		20,227	20,982	20,364
TIMES-NEWS	SUN	Z		9,015	76.40		12,886	34.00		21,901	22,693	21,584
ILLINOIS												
ALTON-EAST ALTON-WOOD RIVER (MADISON CO.)			36,400			40,600			77,000			
TELEGRAPH	E (M-F)	Z		23,843	65.50		9,645	23.76		33,488	35,163	35,269
TELEGRAPH	SUN	Z		24,416	67.08		10,149	25.00		34.565	36,356	36,407
AURORA (KANE CO.)			43,700			93,600			137,300			
BEACON-NEWS	E (M-SAT)	Z		23,321	53.37		15,294	16.34		38,615	39,000	40,145
BEACON-NEWS	SUN	Z		24,645	56.40		16,767	17.91		41,412	41,797	43,413
BELLEVILLE (ST. CLAIR CO.)			47,300 #						47,300			
NEWS-DEMOCRAT	M (M-SAT)	Z	#	28,032	59.26					28,032	50,906	50,523
NEWS-DEMOCRAT	SUN	Z	#	31,869	67.38					31,869	58,119	56,545
BLOOMINGTON-NORMAL (McLEAN CO.)			34,600			53,000			87,600			
PANTAGRAPH	M (M-SAT)	Z		23,687	68.46		22,897	43.20		46,584	50,900	51,268
PANTAGRAPH	SUN	Z		25,456	73.57		25,857	48.79		51,313	56,435	56,336

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ILLINOIS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
CARBONDALE (JACKSON CO.)-HERRIN (WILLIAMSON CO.)-MARION (WILLIAMSON CO.)-MURPHYSBORO (JACKSON CO.)			94,700 #						94,700			
SOUTHERN ILLINOISAN	M (M-SAT)	Z	#	28,079	29.65					28,079	29,889	30,753
SOUTHERN ILLINOISAN	SUN	Z	#	33,812	35.70					33,812	35,812	36,231
CHAMPAIGN-URBANA (CHAMPAIGN CO.)			38,900 #			56,300			95,200			
NEWS-GAZETTE	E (M-F)	Z	#	23,241	59.75		18,123	32.19		41,364	44,717	43,521
NEWS-GAZETTE	SAT M	Z	#	23,186	59.60		18,324	32.55		41,510	44,970	44,030
NEWS-GAZETTE	SUN	Z	#	25,876	66.52		21,725	38.59		47,601	52,542	51,727
CHARLESTON (COLES CO.)			6,100 #			9,600			15,700			
TIMES-COURIER	M (M-SAT)	Z	#	4,023	65.95		3,046	31.73		7,069	7,431	7,309
CHICAGO (COOK CO.)			1,151,900 #			1,792,900			2,944,800			
RACING FORM	MON M										7,462	7,140
RACING FORM	M (TU-F)										19,332	18,900
RACING FORM	SAT M										36,718	37,578
RACING FORM	SUN										26,429	28,654
SUN-TIMES	M (M-F)	C	#	284,345	24.68		243,180	13.56		527,525	537,780	532,678
SUN-TIMES	SAT M	C	#	172,404	14.97		179,834	10.03		352,238	361,448	360,255
SUN-TIMES	SUN	C	#	266,271	23.12		281,408	15.70		547,679	559,093	566,808
TRIBUNE	M (M-F)	Z,C	#	209,311	18.17		442,137	24.66		651,448	741,345	740,713
TRIBUNE	SAT M	Z,C	#	148,496	12.89		401,483	22.39		549,979	631,284	621,798
TRIBUNE	SUN	Z,C	#	289,132	25.10		720,545	40.19		1,009,677	1,131,226	1,141,455
CHICAGO SUBURBAN (COOK CO.) (ARLINGTON HEIGHTS P.O.)			293,500 #						293,500			
HERALD	M (M-SAT)	Z	#	98,311	33.50					98,311	103,242	91,696
HERALD	SUN	Z	#	96,364	32.83					96,364	101,090	90,580
CHICAGO SUBURBAN (COOK CO.) (WORTH P.O.)			304,700 #						304,700			
SOUTHTOWN ECONOMIST	E (M-F)		#	49,133	16.13					49,133	52,252	50,506
SOUTHTOWN ECONOMIST	SUN		#	62,697	20.58					62,697	66,120	65,361

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ILLINOIS (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
CRYSTAL LAKE (McHENRY CO.)			77,100 #						77,100			
NORTHWEST HERALD	M (M-SAT)	Z	#	27,455	35.61					27,455	27,844	29,275
NORTHWEST HERALD	SUN	Z	#	27,366	35.49					27,366	27,754	28,560
DANVILLE (VERMILION CO.)			22,300			24,100			46,400			
COMMERCIAL-NEWS	E (M-SAT)	Z		13,431	60.23		10,390	43.11		23,821	24,143	25,059
COMMERCIAL-NEWS	SUN	Z		14,117	63.30		11,850	49.17		25,967	26,337	26,932
DECATUR (MACON CO.)			41,800 #			67,800			109,600			
HERALD & REVIEW	M (M-SAT)	Z	#	25,018	59.85		14,421	21.27		39,439	43,017	43,035
HERALD & REVIEW	SUN	Z	#	30,002	71.78		20,836	30.73		50,838	56,482	56,351
DEKALB (DEKALB CO.)			14,000			10,700			24,700			
CHRONICLE	E (M-F)	Z		7,254	51.81		3,361	31.41		10,615	10,821	11,010
CHRONICLE	SUN	Z		8,025	57.32		3,744	34.99		11,769	11,978	11,997
DIXON (LEE CO.)			5,900			20,600			26,500			
TELEGRAPH	E (M-SAT)	Z		4,651	78.83		5,067	24.60		9,718	10,123	10,109
EDWARDSVILLE (MADISON CO.)			20,300 #						20,300			
INTELLIGENCER	E (M-SAT)	Z	#	6,360	31.33					6,360	6,700	6,722 (a)
EFFINGHAM (EFFINGHAM CO.)			5,700			26,400			32,100			
NEWS	E (M-SAT)			4,840	84.91		8,051	30.50		12,891	13,394	13,284
ELGIN (KANE CO.)			30,400			211,700			242,100			
COURIER-NEWS	E (M-SAT)	Z		17,432	57.34		14,777	6.98		32,209	32,520	32,722
COURIER-NEWS	SUN	Z		17,534	57.68		14,959	7.07		32,493	32,807	33,183
FREEPORT (STEPHENSON CO.)			10,900			23,600			34,500			
JOURNAL-STANDARD	E (M-SAT)	Z		8,050	73.85		9,116	38.63		17,166	17,644	17,615
GALESBURG (KNOX CO.)			13,500			29,800			43,300			
REGISTER-MAIL	E (M-SAT)	Z		10,357	76.72		7,512	25.21		17,869	18,356	18,552
JACKSONVILLE (MORGAN CO.)			8,900			24,900			33,800			
JOURNAL COURIER	M (M-SAT)	Z		6,397	71.88		8,018	32.20		14,415	15,198	14,868
JOURNAL COURIER	SUN	Z		6,724	75.55		8,344	33.51		15,068	15,850	15,556

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ILLINOIS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
JOLIET (WILL CO.)			48,700			58,200			106,900			
HERALD-NEWS	E (M-SAT)			32,407	66.54		15,181	26.08		47,588	48,288	48,745
HERALD-NEWS	SUN			32,669	67.08		16,351	28.09		49,020	49,784	50,474
KANKAKEE (KANKAKEE CO.)			20,700			38,100			58,800			
JOURNAL	E (M-F)	Z		14,593	70.50		14,651	38.45		29,244	30,531	30,784
JOURNAL	SUN	Z		16,100	77.78		16,733	43.92		32,833	34,312	34,244
KEWANEE (HENRY CO.)			5,300			18,200			23,500			
STAR COURIER	E (M-SAT)	Z		3,890	73.40		3,419	18.79		7,309	8,054	7,990
LASALLE-PERU-OGLESBY (LASALLE CO.)-SPRING VALLEY (BUREAU CO.)			11,900 #			22,100			34,000			
NEWS-TRIBUNE	E (M-SAT)	Z	#	9,710	81.60		9,041	40.91		18,751	19,322	19,349
LINCOLN (LOGAN CO.)			5,400			5,300			10,700			
COURIER	E (M-SAT)	Z		3,888	72.00		2,293	43.26		6,181	6,656	6,751
MATTOON (COLES CO.)			8,100 #			13,800			21,900			
JOURNAL-GAZETTE	M (M-SAT)	Z	#	6,031	74.46		5,613	40.67		11,644	12,067	12,208
MOLINE-EAST MOLINE (ROCK ISLAND CO.)			56,800			117,800			174,600			
DISPATCH	E (M-SAT)	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DISPATCH	SUN	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MOUNT VERNON (JEFFERSON CO.)			7,400			13,900			21,300			
REGISTER-NEWS	E (M-SAT)	Z		5,654	76.41		5,193	37.36		10,847	11,420	11,472
NAPERVILLE (DUPAGE CO.)												
WALL STREET JOURNAL-MIDWEST EDITION	M (M-F)										526,167	529,823
OTTAWA (LASALLE CO.)			10,800 #			12,000			22,800			
TIMES	E (M-SAT)	Z	#	8,958	82.94		2,636	21.97		11,594	12,430	12,616
PEKIN (TAZEWELL CO.)			12,900			35,000			47,900			
TIMES	E (M-SAT)	Z		8,629	66.89		6,721	19.20		15,350	15,777	15,583

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ILLINOIS (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
PEORIA (PEORIA CO.)			83,400			83,800			167,200			
JOURNAL STAR	ALL DAY (M-F)	Z,C		51,439	61.68		29,877	35.65		81,316	90,005	91,532
JOURNAL STAR	SAT	Z,C		60,087	72.05		37,312	44.53		97,399	108,295	110,817
JOURNAL STAR	SUN	Z,C		59,240	71.03		39,892	47.60		99,132	114,101	115,172
QUINCY (ADAMS CO.)			20,200			51,500			71,700			
HERALD-WHIG	E (M-F)	Z		12,668	62.71		12,283	23.85		24,951	25,580	25,972
HERALD-WHIG	SAT M	Z		13,931	68.97		11,611	22.55		25,542	26,159	26,304
HERALD-WHIG	SUN	Z		14,073	69.67		15,357	29.82		29,430	30,319	31,276
ROCK ISLAND (ROCK ISLAND CO.)			56,800			117,800			174,600			
ARGUS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ARGUS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ROCKFORD (WINNEBAGO CO.)			190,200 #						190,200			
REGISTER STAR	M (M-SAT)	Z	#	69,483	36.53					69,483	73,732	72,976
REGISTER STAR	SUN	Z	#	82,527	43.39					82,527	87,890	87,097
SPRINGFIELD (SANGAMON CO.)			57,200			130,700			187,900			
STATE JOURNAL-REGISTER	M (M-SAT)	Z		39,525	69.10		27,978	21.41		67,503	68,930	69,260
STATE JOURNAL-REGISTER	SUN	Z		39,366	68.82		36,915	28.24		76,281	77,735	77,778
STERLING-ROCK FALLS (WHITESIDE CO.)			12,500			13,200			25,700			
GAZETTE	E (M-SAT)	Z		9,500	76.00		4,696	35.58		14,196	14,798	14,753
STREATOR (LASALLE CO.)			7,300			11,200			18,500			
TIMES-PRESS	E (M-SAT)	Z		6,655	91.16		2,095	18.71		8,750	9,405	9,237
TAYLORVILLE (CHRISTIAN CO.)			5,400			10,400			15,800			
BREEZE-COURIER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BREEZE-COURIER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WAUKEGAN-NORTH CHICAGO (LAKE CO.)			33,200			84,100			117,300			
NEWS-SUN	E (M-F)	Z		15,375	46.31		22,820	27.13		38,195	39,545	35,825
NEWS-SUN	WKND	Z		16,412	49.43		25,842	30.73		42,254	43,766	39,854

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ILLINOIS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
WHEATON (DUPAGE CO.)			18,000			63,700			81,700			
JOURNAL	E (M-SAT)	Z		5,133	28.52		3,397	5.33		8,530	8,609	7,810
INDIANA												
ANDERSON (MADISON CO.)			24,900			28,700			53,600			
HERALD-BULLETIN	M (M-SAT)			18,075	72.59		14,454	50.36		32,529	33,352	33,978
HERALD-BULLETIN	SUN			18,578	74.61		15,475	53.92		34,053	34,885	34,929
AUBURN (DEKALB CO.)			12,900 #						12,900			
STAR	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BEDFORD (LAWRENCE CO.)			8,300 #			17,100			25,400			
TIMES-MAIL	E (M-SAT)	Z	#	6,194	74.63		7,873	46.04		14,067	14,666	14,910
BLOOMINGTON (MONROE CO.)			28,500 #			19,500			48,000			
HERALD-TIMES	M (M-SAT)	Z	#	15,971	56.04		11,421	58.57		27,392	30,500	29,455
BLOOMINGTON (MONROE CO.)-BEDFORD (LAWRENCE CO.)			36,800 #			36,100			72,900			
HERALD-TIMES	SUN	Z	#	21,693	58.95		20,409	56.53		42,102	45,892	45,275
COLUMBUS (BARTHOLOMEW CO.)			15,300			30,700			46,000			
REPUBLIC	E (M-SAT)	Z		10,891	71.18		10,182	33.17		21,073	21,767	21,301
REPUBLIC	SUN	Z		11,638	76.07		11,718	38.17		23,356	24,475	23,622
CRAWFORDSVILLE (MONTGOMERY CO.)			5,700			16,300			22,000			
JOURNAL REVIEW	E (M-SAT)	Z		4,473	78.47		5,729	35.15		10,202	10,640	10,885
ELKHART (ELKHART CO.)			32,900			34,200			67,100			
TRUTH	E (M-SAT)	Z		19,531	59.36		7,620	22.28		27,151	27,671	27,987
TRUTH	SUN	Z		21,026	63.91		9,687	28.32		30,713	31,345	31,295

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INDIANA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
EVANSVILLE (VANDERBURGH CO.)			65,400			130,800			196,200			
COURIER, PRESS	CMB DLY	Z,C		52,621	80.46		39,716	30.36		92,337	98,421	99,070
COURIER	M (M-SAT)	Z,C		29,342	44.87		28,745	21.98		58,087	63,926	63,245
PRESS	E (M-SAT)	Z,C		23,279	35.59		10,971	8.39		34,250	34,495	35,825
COURIER	SUN	Z,C		52,027	79.55		55,007	42.05		107,034	118,400	117,197
FORT WAYNE (ALLEN CO.)			103,200 #			189,600			292,800			
JOURNAL-GAZETTE, NEWS-SENTINEL	CMB DLY	Z	#	78,439	76.01		38,912	20.52		117,351	118,648	119,224
JOURNAL-GAZETTE	M (M-SAT)	Z	#	36,968	35.82		25,192	13.29		62,160	63,243	63,200
NEWS-SENTINEL	E (M-SAT)	Z	#	41,471	40.19		13,720	7.24		55,191	55,405	56,024
JOURNAL-GAZETTE	SUN	Z	#	72,966	70.70		62,612	33.02		135,578	137,691	137,011
FRANKLIN (JOHNSON CO.)			17,800 #			12,800			30,600			
JOURNAL	E (M-SAT)		#	15,193	85.35					15,193	15,849	15,911
GARY (LAKE CO.)			88,100 #			58,900			147,000			
POST-TRIBUNE	M (M-SAT)	Z	#	45,576	51.73		20,899	35.48		66,475	70,411	74,365
POST-TRIBUNE	SUN	Z	#	51,906	58.92		27,199	46.18		79,105	83,840	87,873
GOSHEN (ELKHART CO.)			10,200			21,900			32,100			
NEWS	E (M-SAT)	Z		6,917	67.81		7,540	34.43		14,457	15,461	15,667
GREENFIELD (HANCOCK CO.)			5,100			11,700			16,800			
REPORTER	E (M-SAT)	Z		3,087	60.53		4,294	36.70		7,381	7,849	7,754
INDIANAPOLIS (MARION CO.)			473,000 #						473,000			
STAR, NEWS	CMB DLY		#	276,495	58.46					276,495	335,347 *	328,900 *
STAR	M (M-SAT)		#	182,166	38.51					182,166	231,892 *	226,170 *
NEWS	E (M-SAT)		#	94,329	19.94					94,329	103,455 *	102,730 *
STAR	SUN		#	329,276	69.61					329,276	416,752 *	404,112 *
KENDALLVILLE (NOBLE CO.)			14,800 #						14,800			
NEWS-SUN	E (M-SAT)		#	6,517	44.03					6,517	7,028	6,951 *
KOKOMO (HOWARD CO.)			20,200			26,800			47,000			
TRIBUNE	E (M-SAT)			18,022	89.22		8,614	32.14		26,636	27,146	27,095
TRIBUNE	SUN			18,564	91.90		10,216	38.12		28,780	29,284	28,457

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INDIANA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
LA PORTE (LA PORTE CO.)			9,500			33,600			43,100			
HERALD-ARGUS	E (M-SAT)	Z		7,389	77.78		5,592	16.64		12,981	13,402	13,365
LAFAYETTE-WEST LAFAYETTE (TIPPECANOE CO.)			26,800			66,700			93,500			
JOURNAL & COURIER	M (M-SAT)	Z		18,775	70.06		18,671	27.99		37,446	38,117	36,748
JOURNAL & COURIER	SUN	Z		21,309	79.51		20,432	30.63		41,741	42,569	41,263
LAKE CO. (MUNSTER P.O.)			107,900 #			54,200			162,100			
TIMES	M (M-SAT)	Z,C	#	51,914	48.11		9,879	18.23		61,793	64,279 * (b)	
TIMES	E (M-F)	Z,C	#									64,936
TIMES	SAT M	Z,C	#									63,667
TIMES	SUN	Z,C	#	57,471	53.26		10,790	19.91		68,261	71,131 *	72,753
LOGANSPORT (CASS CO.)			7,700			19,900			27,600			
PHAROS-TRIBUNE	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PHAROS-TRIBUNE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MARION (GRANT CO.)			22,000			23,000			45,000			
CHRONICLE-TRIBUNE	M (M-SAT)	Z		14,804	67.29		5,908	25.69		20,712	21,292	21,026
CHRONICLE-TRIBUNE	SUN	Z		17,173	78.06		7,692	33.44		24,865	25,455	25,325
MARTINSVILLE (MORGAN CO.)			4,700			9,000			13,700			
REPORTER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MUNCIE (DELAWARE CO.)			28,200 #			47,600			75,800			
STAR, PRESS	CMB DLY	Z	#	22,194	78.70		20,198	42.43		42,392	43,838	44,910
STAR	M (M-SAT)	Z	#	12,902	45.75		15,573	32.72		28,475	29,728	30,047
PRESS	E (M-SAT)	Z	#	9,292	32.95		4,625	9.72		13,917	14,110	14,863
STAR	SUN	Z	#	15,531	55.07		20,151	42.33		35,682	36,987	35,940
RICHMOND (WAYNE CO.)			36,400 #						36,400			
PALLADIUM-ITEM	E (M-SAT)	Z	#	18,712	51.41					18,712	20,477	20,977
PALLADIUM-ITEM	SUN	Z	#	22,544	61.93					22,544	25,156	25,361
SEYMOUR (JACKSON CO.)			6,100			8,900			15,000			
TRIBUNE	E (M-SAT)			4,283	70.21		5,040	56.63		9,323	9,579	9,579

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INDIANA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
SHELBYVILLE (SHELBY CO.)			5,700			9,000			14,700			
NEWS	E (M-SAT)	Z		4,012	70.39		6,362	70.69		10,374	11,394	11,377
SOUTH BEND-MISHAWAKA (ST. JOSEPH CO.)			86,500			148,300			234,800			
TRIBUNE	E (M-F)	Z		48,447	56.01		35,814	24.15		84,261	89,580 (b)	
TRIBUNE	SAT M	Z		55,379	64.02		40,190	27.10		95,569	101,462 (b)	
TRIBUNE	E (M-SAT)	Z										91,355
TRIBUNE	SUN	Z		58,648	67.80		59,581	40.18		118,229	129,214	129,862
TERRE HAUTE (VIGO CO.)			25,000			66,300			91,300			
TRIBUNE-STAR	M (M-SAT)	Z		17,576	70.30		18,097	27.30		35,673	36,360	35,621
TRIBUNE-STAR	SUN	Z		19,605	78.42		24,376	36.77		43,981	45,052	44,070
VALPARAISO (PORTER CO.)			8,300 #			35,100			43,400			
VIDETTE-MESSENGER	E (M-SAT)		#	6,140	73.98		9,169	26.12		15,309	15,538	15,405 *
VIDETTE-MESSENGER	SUN		#	6,065	73.07		9,092	25.90		15,157	15,386 (b)	
VINCENNES (KNOX CO.)			9,200			19,000			28,200			
SUN-COMMERCIAL	E (M-F)	Z		6,547	71.16		7,269	38.26		13,816	14,207 *	14,091
SUN-COMMERCIAL	SUN	Z		7,142	77.63		8,297	43.67		15,439	16,066 *	15,834
WASHINGTON (DAVIESS CO.)			4,700			14,700			19,400			
TIMES-HERALD	E (M-SAT)	Z		3,410	72.55		6,292	42.80		9,702	10,224	10,240
IOWA												
BURLINGTON (DES MOINES CO.)			13,100			43,600			56,700			
HAWK EYE	E (M-F)	Z		9,829	75.03		8,033	18.42		17,862	18,281 *	18,007 *
HAWK EYE	SUN	Z		10,242	78.18		9,479	21.74		19,721	20,159 *	20,476 *
CEDAR RAPIDS-MARION (LINN CO.)			68,300 #			85,200			153,500			
GAZETTE	M (M-SAT)	Z	#	44,174	64.68		19,313	22.67		63,487	70,208	71,328
GAZETTE	SUN	Z	#	48,338	70.77		26,467	31.06		74,805	83,196	83,148
CLINTON (CLINTON CO.)			11,900			34,000			45,900			
HERALD	E (M-SAT)	Z		8,912	74.89		9,437	27.76		18,349	18,848	19,085

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IOWA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
COUNCIL BLUFFS (POTTAWATTAMIE CO.)			22,700			28,000			50,700			
NONPAREIL	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NONPAREIL	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DAVENPORT-BETTENDORF (SCOTT CO.)			107,200			149,100			256,300			
QUAD-CITY TIMES	ALL DAY (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
QUAD-CITY TIMES	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
QUAD-CITY TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DES MOINES (POLK CO.)			307,500 #						307,500			
REGISTER	M (M-SAT)	Z,C	#	126,945	41.28					126,945	206,204	208,493
REGISTER	SUN	Z,C	#	189,114	61.50					189,114	344,522	349,164
DUBUQUE (DUBUQUE CO.), IA-EAST DUBUQUE (JO DAVIESS CO.), IL			22,600			52,500			75,100			
TELEGRAPH HERALD	E (M-SAT)			16,690	73.85		16,086	30.64		32,776	33,972	34,312
TELEGRAPH HERALD	SUN			18,319	81.06		18,727	35.67		37,046	38,579	38,456
FORT DODGE (WEBSTER CO.)			10,900			33,700			44,600			
MESSENGER	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MESSENGER	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
IOWA CITY (JOHNSON CO.)			25,100 #			15,400			40,500			
PRESS-CITIZEN	E (M-SAT)	Z	#	12,208	48.64		3,583	23.27		15,791	16,012	15,682
MARSHALLTOWN (MARSHALL CO.)			10,600			23,800			34,400			
TIMES-REPUBLICAN	E (M-SAT)	Z		6,523	61.54		5,713	24.00		12,236	12,752	12,574
MASON CITY (CERRO GORDO CO.)			16,200	-		34,600			50,800			
GLOBE-GAZETTE	M (M-SAT)	Z		9,723	60.02		9,096	26.29		18,819	19,912	20,472
GLOBE	SUN	Z		11,048	68.20		9,997	28.89		21,045	22,270	22,129
MUSCATINE (MUSCATINE CO.)			9,300			20,500			29,800			
JOURNAL	E (M-SAT)	Z		6,323	67.99		4,354	21.24		10,677	10,925	10,986

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IOWA (cont.)	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
OELWEIN (FAYETTE CO.)			2,800			17,700			20,500			
REGISTER	E (M-SAT)			2,107	75.25		3,444	19.46		5,551	6,015	6,130 *
OTTUMWA (WAPELLO CO.)			10,500			37,100			47,600			
COURIER	M (M-SAT)	Z		7,710	73.43		9,853	26.56		17,563	18,138	17,395
SIOUX CITY (WOODBURY CO.)			38,000			62,500			100,500			
JOURNAL	M (M-F)			23,541	61.95		20,881	33.41		44,422	49,388	50,458
JOURNAL	SAT M			23,256	61.20		20,756	33.21		44,012	49,006	49,867
JOURNAL	SUN			25,068	65.97		20,667	33.07		45,735	49,768	50,113
WATERLOO-CEDAR FALLS-EVANSDALE (BLACK HAWK CO.)			41,200			61,300			102,500			
COURIER	E (M-F)	Z		27,823	67.53		19,393	31.64		47,216	48,240	48,406
COURIER	SUN	Z		30,491	74.01		22,692	37.02		53,183	54,264	53,757
WEBSTER CITY (HAMILTON CO.)			3,400			8,100			11,500			
FREEMAN-JOURNAL	E (M-F)			2,349	69.09		1,214	14.99		3,563	3,975	4,006
KANSAS												
EMPORIA (LYON CO.)			9,500 #			13,600			23,100			
GAZETTE	E (M-SAT)		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GREAT BEND (BARTON CO.)			6,400			14,400			20,800			
TRIBUNE	E (M-F)	Z		4,748	74.19		4,660	32.36		9,408	9,870	9,997
TRIBUNE	SUN	Z		4,953	77.39		4,864	33.78		9,817	10,281	10,293
HUTCHINSON (RENO CO.)			19,600 #			63,900			83,500			
NEWS	M (M-SAT)	Z	#	12,597	64.27		18,406	28.80		31,003	38,486	39,508
NEWS	SUN	Z	#	14,031	71.59		19,458	30.45		33,489	41,273	42,658
INDEPENDENCE (MONTGOMERY CO.)			4,400			11,700			16,100			
REPORTER	E (M-F)	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
REPORTER	SUN	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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KANSAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
JUNCTION CITY (GEARY CO.)			8,600			8,700			17,300			
UNION	E (M-F)			5,003	58.17		2,066	23.75		7,069	7,235	8,423
UNION	SUN			5,771	67.10		2,251	25.87		8,022	8,201	9,128
LAWRENCE (DOUGLAS CO.)			21,800			16,900			38,700			
JOURNAL-WORLD	E (M-SAT)	Z		14,428	66.18		4,316	25.54		18,744	19,417	19,680
JOURNAL-WORLD	SUN	Z		15,167	69.57		4,484	26.53		19,651	20,382	20,507
LEAVENWORTH (LEAVENWORTH CO.)			12,200			12,400			24,600			
TIMES	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MANHATTAN (RILEY CO.)			15,800			10,900			26,700			
MERCURY	E (M-F)			8,317	52.64		2,872	26.35		11,189	12,230	12,554
MERCURY	SUN			9,050	57.28		3,168	29.06		12,218	13,470	13,750
OLATHE (JOHNSON CO.)			21,300 #			7,200			28,500			
NEWS	M (TU-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SALINA (SALINE CO.)			17,900			43,100			61,000			
JOURNAL	M (M-SAT)	Z		12,467	69.65		13,613	31.58		26,080	29,671	28,777
JOURNAL	SUN	Z		12,719	71.06		14,321	33.23		27,040	30,590	31,644
TOPEKA (SHAWNEE CO.)			66,000			149,400			215,400			
CAPITAL-JOURNAL	M (M-SAT)	Z		42,540	64.45		23,496	15.73		66,036	68,142	67,818
CAPITAL-JOURNAL	SUN	Z		45,739	69.30		27,145	18.17		72,884	74,829	74,398
WICHITA (SEDGWICK CO.)			157,400 #			112,100			269,500			
EAGLE	M (M-SAT)	Z,C	#	84,704	53.81		23,242	20.73		107,946	122,324	121,730
EAGLE	SUN	Z,C	#	122,252	77.67		43,529	38.83		165,781	198,771	196,686
WINFIELD (COWLEY CO.)			4,400			9,100			13,500			
COURIER	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
KENTUCKY												
ASHLAND (BOYD CO.)			24,000			48,900			72,900			
INDEPENDENT	E (M-SAT)	Z		14,734	61.39		7,763	15.88		22,497	23,114 *	22,986 *
INDEPENDENT	SUN	Z		16,553	68.97		8,515	17.41		25,068	25,888 *	25,858 *
BOWLING GREEN (WARREN CO.)			15,500			61,500			77,000			
NEWS	E (M-F)	Z		8,894	57.38		12,528	20.37		21,422	21,741	21,909
NEWS	SUN	Z		9,179	59.22		15,079	24.52		24,258	24,647	24,895
DANVILLE (BOYLE CO.)			5,300			25,700			31,000			
ADVOCATE-MESSENGER	E (M-F)	Z		3,604	68.00		7,953	30.95		11,557	11,861	11,775
ADVOCATE	SUN	Z		3,952	74.57		8,723	33.94		12,675	13,009	12,910
ELIZABETHTOWN (HARDIN CO.)			31,700 #						31,700			
NEWS-ENTERPRISE	M (M-F)	Z	#	14,965	47.21					14,965	16,126	16,257
NEWS-ENTERPRISE	SUN	Z	#	16,160	50.98					16,160	17,496	17,637
HARLAN (HARLAN CO.)			1,800			12,300			14,100			
ENTERPRISE	E (TU-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HENDERSON (HENDERSON CO.)			10,600			11,700			22,300			
GLEANER	M (TU-SAT)			7,248	68.38		3,910	33.42		11,158	11,450	11,857
GLEANER	SUN			8,586	81.00		4,721	40.35		13,307	13,660	14,198
HOPKINSVILLE (CHRISTIAN CO.)			17,200 #			14,900			32,100			
NEW ERA	E (M-SAT)	Z	#	10,835	62.99		2,938	19.72		13,773	14,033	14,082
LEXINGTON (FAYETTE CO.)			89,500			135,000			224,500			
HERALD-LEADER	M (M-SAT)			53,945	60.27		39,496	29.26		93,441	124,050	125,435
HERALD-LEADER	SUN			64,460	72.02		53,932	39.95		118,392	161,115	157,254
LOUISVILLE (JEFFERSON CO.)			299,900 #			65,200			365,100			
COURIER-JOURNAL	M (M-SAT)	Z,C	#	149,717	[illegible]9.92		35,230	54.03		184,947	238,080	235,698
COURIER-JOURNAL	SUN	Z,C	#	197,305	65.79		54,484	83.56		251,789	328,901	326,259
MADISONVILLE (HOPKINS CO.)			6,700			12,900			19,600			
MESSENGER	E (M-SAT)	Z		5,431	81.06		5,256	40.74		10,687	10,919 *	10,917 *

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KENTUCKY (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MIDDLESBORO (BELL CO.)			4,500			19,100			23,600			
NEWS	E (TU-SAT)	Z		3,010	66.89		3,860	20.21		6,870	7,084	7,030
OWENSBORO (DAVIESS CO.)			23,500			68,500			92,000			
MESSENGER-INQUIRER	M (M-SAT)	Z		14,851	63.20		17,116	24.99		31,967	32,754	32,233
MESSENGER-INQUIRER	SUN	Z		15,358	65.35		18,260	26.66		33,618	34,304	33,807
PADUCAH (McCRACKEN CO.)			20,000			74,700			94,700			
SUN	M (M-SAT)	Z		12,187	60.93		17,096	22.89		29,283	30,116	31,361
SUN	SUN	Z		12,998	64.99		19,402	25.97		32,400	33,361	34,561
LOUISIANA												
ALEXANDRIA-PINEVILLE (RAPIDES PARISH)			26,400			78,900			105,300			
TOWN TALK	M (M-SAT)			18,300	69.32		20,608	26.12		38,908	41,214 •	40,619 •
TOWN TALK	SUN			18,227	69.04		21,381	27.10		39,608	41,991 •	41,935 •
BATON ROUGE (EAST BATON ROUGE PARISH)			138,300 #			116,400			254,700			
ADVOCATE, STATE-TIMES	CMB DLY		#	67,505	48.81		26,746	22.98	•	94,251	111,113	107,071
ADVOCATE	M (M-F)		#	44,721	32.34		23,025	19.78		67,746	84,480	79,490
STATE-TIMES	E (M-F)		#	22,784	16.47		3,721	3.20		26,505	26,633	27,581
ADVOCATE	SAT M		#	46,836	33.87		22,688	19.49		69,524	86,048	72,369
STATE-TIMES (10-01-90 TO 02-01-91)	SAT E		#	19,708	14.25		3,469	2.98		23,177	23,305 (b)	
ADVOCATE	SUN		#	80,165	57.96		37,147	31.91		117,312	140,220	133,505
HAMMOND (TANGIPAHOA PARISH)			32,600 #						32,600			
STAR	E (M-F)		#	10,253	31.45					10,253	11,727	11,907
STAR	SUN		#	11,186	34.31					11,186	12,809	12,807
HOUMA (TERREBONNE PARISH)			32,700 #						32,700			
COURIER	E (M-F)		#	18,236	55.77					18,236	20,035 •	19,961 •
COURIER	SUN		#	19,447	59.47					19,447	22,025 •	22,333 •

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LOUISIANA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
LAFAYETTE (LAFAYETTE PARISH)			44,500			52,700			97,200			
ADVERTISER	M (M-SAT)	Z		22,146	49.77		9,442	17.92		31,588	33,346	30,722
ADVERTISER	SUN	Z		25,796	57.97		12,602	23.91		38,398	41,116	38,578
LAKE CHARLES (CALCASIEU PARISH)			43,200			63,500			106,700			
AMERICAN PRESS	M (M-SAT)	Z		26,241	60.74		11,445	18.02		37,686	38,402 *	37,004 *
AMERICAN PRESS	SUN	Z		28,361	65.65		13,015	20.50		41,376	42,200 *	41,632 *
MONROE (OUACHITA PARISH)			67,700 #						67,700			
NEWS-STAR	M (M-SAT)		#	29,785	44.00					29,785	38,235 *	37,322 *
NEWS-STAR	SUN		#	35,536	52.49					35,536	47,349 *	46,640 *
NEW ORLEANS (ORLEANS PARISH)			497,200 #						497,200			
TIMES-PICAYUNE	ALL DAY (M-F)	C	#	249,948	50.27					249,948	272,280 *	281,919 *
TIMES-PICAYUNE	SAT M	C	#	234,004	47.06					234,004	255,220 *	261,699 *
TIMES-PICAYUNE	SUN	C	#	292,972	58.92					292,972	324,241 *	334,313 *
OPELOUSAS (ST. LANDRY PARISH)			40,500 #						40,500			
WORLD	E (M-F)	Z	#	12,376	30.56					12,376	12,953 *	12,827 *
WORLD	SUN	Z	#	13,409	33.11					13,409	14,016 *	14,209 *
SHREVEPORT (CADDO PARISH)			133,800 #						133,800			
TIMES, JOURNAL	CMB DLY	Z	#	67,460	50.42					67,460	92,133 *	95,289 *
TIMES	M (M-SAT)	Z	#	53,405	39.91					53,405	75,904 *	77,137 *
JOURNAL	E (M-SAT)	Z	#	14,055	10.50					14,055	16,229 *	18,152 *
TIMES	SUN	Z	#	72,663	54.31					72,663	103,822 *	105,122 *
THIBODAUX (LAFOURCHE PARISH)			17,300 #						17,300			
COMET	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MAINE												
AUGUSTA (KENNEBEC CO.)			9,600			93,500			103,100			
KENNEBEC JOURNAL	M (M-SAT)	Z		6,783	70.66		11,999	12.83		18,782	19,439	19,177

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MAINE (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
BANGOR (PENOBSCOT CO.)			25,700			137,700			163,400			
NEWS	M (M-F)	Z		20,143	78.38		53,778	39.05		73,921	76,290	78,222
NEWS	WKND	Z		22,905	89.12		65,354	47.46		88,259	92,640	94,648
BIDDEFORD (YORK CO.)			14,000			7,600			21,600			
JOURNAL-TRIBUNE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BRUNSWICK (CUMBERLAND CO.)			14,700			9,800			24,500			
TIMES-RECORD	E (M-F)	Z		9,543	64.92		3,828	39.06		13,371	14,607	14,540
LEWISTON-AUBURN (ANDROSCOGGIN CO.)			24,300			84,400			108,700			
SUN	M (M-SAT)	Z		16,839	69.30		23,011	27.26		39,850	40,634	41,878
SUN-JOURNAL	SUN	Z		17,388	71.56		23,696	28.08		41,084	42,860	42,481
PORTLAND (CUMBERLAND CO.)			47,400			124,100			171,500			
TELEGRAM (1-1-91 TO 3-31-91)	M (M-SAT)	Z		30,425	64.19		33,691	27.15		64,116	71,203 (b)	
PRESS HERALD, EXPRESS (10-1-90 TO 12-31-90)	CMB DLY	Z		36,421	76.84		35,843	28.88		72,264	79,590 (b)	
PRESS HERALD (10-1-90 TO 12-31-90)	M (M-F)	Z		23,190	48.92		29,628	23.87		52,818	60,045 (b)	
EXPRESS (10-1-90 TO 12-31-90)	E (M-F)			13,231	27.91		6,215	5.01		19,446	19,545 (b)	
PRESS HERALD (10-1-90 TO 12-31-90)	SAT M	Z		29,324	61.86		33,823	27.25		63,147	70,342 (b)	
TELEGRAM	SUN	Z		34,930	73.69		56,825	45.79		91,755	139,160	142,302
WATERVILLE (KENNEBEC CO.)			10,200			34,900			45,100			
CENTRAL SENTINEL	M (M-SAT)	Z		9,004	88.27		14,790	42.38		23,794	25,607	26,393
MARYLAND												
ANNAPOLIS (ANNE ARUNDEL CO.)			25,000			16,800			41,800			
CAPITAL	E (M-SAT)	Z		18,353	73.41		12,310	73.27		30,663	44,457	43,778
CAPITAL	SUN	Z		17,799	71.20		12,545	74.67		30,344	45,030	44,476

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MARYLAND (cont.)		SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
BALTIMORE (INDEPENDENT CITY)			862,900 #						862,900			
SUN	CMB DLY	C	#	373,337	43.27					373,337	397,041	401,176
SUN	M (M-F)	C	#	218,406	25.31					218,406	237,519	233,539
SUN	E (M-F)	C	#	154,931	17.95					154,931	159,522	167,637
SUN	SAT M	C	#	346,186	40.12					346,186	368,725	365,241
SUN	SUN	C	#	448,206	51.94					448,206	491,924	494,067
CAMBRIDGE (DORCHESTER CO.)			4,400			7,300			11,700			
BANNER	E (M-F)			3,656	83.09		2,949	40.40		6,605	7,212	7,233 *
CUMBERLAND (ALLEGANY CO.)			16,800			45,600			62,400			
TIMES-NEWS	M (M-SAT)	Z		13,717	81.65		17,409	38.18		31,126	32,000	30,740
TIMES-NEWS	SUN	Z		14,555	86.64		19,045	41.77		33,600	34,711	34,808
FREDERICK (FREDERICK CO.)			15,200			117,800			133,000			
POST, NEWS	CMB DLY	Z		11,629	76.51		28,421	24.13		40,050	42,010	41,195
POST	M (M-SAT)	Z		5,703	37.52		19,660	16.69		25,363	27,242	26,169
NEWS	E (M-SAT)	Z		5,926	38.99		8,761	7.44		14,687	14,768	15,026
HAGERSTOWN (WASHINGTON CO.)			28,900			57,000			85,900			
HERALD, MAIL	CMB DLY	Z		22,023	76.20		16,076	28.20		38,099	42,403	42,651
HERALD	M (M-F)	Z		8,124	28.11		9,997	17.54		18,121	22,116	22,011
MAIL	E (M-F)	Z		13,899	48.09		6,079	10.66		19,978	20,287	20,640
HERALD-MAIL	SAT M	Z		19,663	68.04		15,439	27.09		35,102	39,087	39,339
HERALD-MAIL	SUN	Z		18,974	65.65		15,461	27.12		34,435	38,742	40,272
LANHAM (PRINCE GEORGE'S CO.)			255,300 #						255,300			
PRINCE GEORGE'S JOURNAL	M (M-F)		#	38,830	15.21					38,830	39,999	38,025
ROCKVILLE (MONTGOMERY CO.)			272,400 #						272,400			
MONTGOMERY JOURNAL	M (M-F)		#	38,957	14.30					38,957	39,982	41,363
SALISBURY (WICOMICO CO.)			14,200			49,900			64,100			
TIMES	M (M-SAT)			9,022	63.54		15,303	30.67		24,325	26,329 *	24,998 *
TIMES	SUN			9,607	67.65		17,129	34.33		26,736	29,185 *	28,036 *
WESTMINSTER (CARROLL CO.)			42,000 #						42,000			
CARROLL COUNTY TIMES	M (M-SAT)	Z	#	20,056	47.75					20,056	21,260	21,016
CARROLL COUNTY TIMES	SUN	Z	#	20,497	48.80					20,497	21,574	20,970

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MASSACHUSETTS												
ATTLEBORO (BRISTOL CO.)			13,500			27,100			40,600			
SUN CHRONICLE	E (M-SAT)	Z		8,202	60.76		13,287	49.03		21,489	24,212	24,203
SUN CHRONICLE	SUN	Z		7,618	56.43		12,459	45.97		20,077	22,712 (b)	
BEVERLY (ESSEX CO.)			13,900			10,300			24,200			
TIMES	E (M-SAT)	Z		6,312	45.41		2,205	21.41		8,517	9,285 *	9,443 *
BOSTON (SUFFOLK CO.)			758,800			700,300			1,459,100			
CHRISTIAN SCIENCE MONITOR	M (M-F)										114,873	115,499
GLOBE	M (M-F)	Z,C		264,144	34.81	—	161,735	23.10		425,879	516,981	522,981
GLOBE	SAT M	Z,C		231,022	30.45		154,553	22.07		385,575	474,977	473,735
GLOBE	SUN	Z,C		361,853	47.69		257,553	36.78		619,406	798,298	787,858
HERALD	M (M-F)	C		197,842	26.07		76,337	10.90		274,179	351,947	370,752
HERALD	SAT M	C		140,189	18.48		63,826	9.11		204,015	277,530	287,731
HERALD	SUN	C		117,948	15.54		53,087	7.58		171,035	230,654	253,233
BROCKTON (PLYMOUTH CO.)			70,800			85,400			156,200			
ENTERPRISE	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ENTERPRISE	SAT M				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ENTERPRISE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DEDHAM (NORFOLK CO.)			23,100 #						23,100			
TRANSCRIPT	E (M-F)	Z	#	7,903	34.21					7,903	9,048 *	10,188 *
FALL RIVER (BRISTOL CO.)			57,100			7,800			64,900			
HERALD NEWS	E (M-SAT)			32,690	57.25		2,058	26.38		34,748	35,098 *	36,327 *
HERALD NEWS	SUN			34,465	60.36		2,216	28.41		36,681	37,019 *	36,695 *
FITCHBURG-LEOMINSTER (WORCESTER CO.)			29,400			8,400			37,800			
SENTINEL & ENTERPRISE	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SENTINEL & ENTERPRISE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FRAMINGHAM (MIDDLESEX CO.)			71,900 #						71,900			
MIDDLESEX NEWS	E (M-SAT)		#	26,490	36.84					26,490	36,184 *	38,160 *
MIDDLESEX NEWS	SUN		#	31,561	43.90					31,561	46,040 *	46,607 *

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MASSACHUSETTS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
GARDNER (WORCESTER CO.)			8,100			10,500			18,600			
NEWS	E (M-SAT)			4,983	61.52		3,254	30.99		8,237	8,564	8,981
GLOUCESTER (ESSEX CO.)			14,700			3,200			17,900			
TIMES	E (M-SAT)	Z		10,096	68.68		920	28.75		11,016	11,526 *	11,801 *
GREENFIELD (FRANKLIN CO.)			12,400			15,300			27,700			
RECORDER	E (M-SAT)	Z		9,116	73.52		5,419	35.42		14,535	15,115	14,947 *
HAVERHILL (ESSEX CO.)			20,000 #			70,000			90,000			
GAZETTE	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HOLYOKE (HAMPDEN CO.)			46,800 #						46,800			
TRANSCRIPT-TELEGRAM	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HYANNIS (BARNSTABLE CO.)			75,400 #						75,400			
CAPE COD TIMES	M (M-SAT)	Z	#	40,960	54.32					40,960	42,210	41,108
CAPE COD TIMES	SUN	Z	#	47,933	63.57					47,933	49,900	48,871
LAWRENCE (ESSEX CO.)			73,900 #			67,200			141,100			
EAGLE-TRIBUNE	E (M-SAT)	Z	#	42,733	57.83		10,173	15.14		52,906	55,357 *	56,265 *
EAGLE-TRIBUNE	SUN	Z	#	43,225	58.49		12,694	18.89		55,919	59,057 *	61,091 *
LOWELL (MIDDLESEX CO.)			82,900			50,100			133,000			
SUN	E (M-F)	Z		47,897	57.78		7,123	14.22		55,020	55,999	56,823
SUN	SAT M	Z		46,963	56.65		7,024	14.02		53,987	54,959	55,529
SUN	SUN	Z		47,855	57.73		7,099	14.17		54,954	56,446	57,116
LYNN (ESSEX CO.)			47,700			103,300			151,000			
ITEM	E (M-F)			21,578	45.24		4,477	4.33		26,055	26,676	28,035
ITEM	SAT E			20,251	42.45		4,155	4.02		24,406	24,837	25,410
MILFORD (WORCESTER CO.)			32,200 #						32,200			
NEWS	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEW BEDFORD (BRISTOL CO.)			54,500			33,700			88,200			
STANDARD TIMES	E (M-F)	Z,C		32,424	59.49		10,763	31.94		43,187	43,828 *	44,343 *
STANDARD TIMES	SAT M	Z,C		32,273	59.22		10,747	31.89		43,020	43,854 *	44,266 *
STANDARD TIMES	SUN	Z,C		35,122	64.44		12,104	35.92		47,226	49,020 *	49,422 *

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MASSACHUSETTS (cont.)	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
NEWBURYPORT (ESSEX CO.)			12,200			25,800			38,000			
NEWS	E (M-SAT)	Z		7,464	61.18		4,786	18.55		12,250	12,638 •	12,627 •
NORTHAMPTON (HAMPSHIRE CO.)			33,700 #						33,700			
GAZETTE	E (M-SAT)	Z	#	18,998	56.37					18,998	20,863	20,886
PEABODY (ESSEX CO.)			17,100			3,700			20,800			
TIMES	E (M-SAT)	Z		2,997	17.53		40	1.08		3,037	3,156 •	3,216 •
PITTSFIELD (BERKSHIRE CO.)			27,400 #			13,300			40,700			
EAGLE	M (M-SAT)	Z	#	20,012	73.04		5,617	42.23		25,629	31,054	33,278
EAGLE	SUN	Z	#	20,598	75.18		6,244	46.95		26,842	33,899	34,744
QUINCY (NORFOLK CO.)			67,500			53,500			121,000			
PATRIOT LEDGER	E (M-F)	Z		38,013	56.32		25,220	47.14		63,233	87,966 •	90,912 •
PATRIOT LEDGER	SAT M	Z		43,569	64.55		28,693	53.63		72,262	101,603 •	102,701 •
SALEM (ESSEX CO.)			49,600			43,900			93,500			
NEWS	E (M-SAT)	Z		21,889	44.13		7,151	16.29		29,040	29,897	30,721
SPRINGFIELD (HAMPDEN CO.)			140,300			106,300			246,600			
UNION-NEWS	ALL DAY (M-SAT)	C		79,573	56.72		26,695	25.11		106,268	113,719	112,180
REPUBLICAN	SUN	C		100,648	71.74		42,186	39.69		142,834	156,384	157,840
TAUNTON (BRISTOL CO.)			17,600			17,100			34,700			
GAZETTE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WALTHAM (MIDDLESEX CO.)			21,100			68,400			89,500			
NEWS TRIBUNE	E (M-F)	Z		6,970	33.03		2,535	3.71		9,505	9,629 •	10,459 •
WORCESTER (WORCESTER CO.)			96,700			136,700			233,400			
TELEGRAM, GAZETTE	ALL DAY (M-SAT)			64,362	66.56		40,313	29.49		104,675	117,047 • (b)	
TELEGRAM, GAZETTE	ALL DAY (M-F)											116,532 •
TELEGRAM	SUN			68,992	71.35		50,060	36.62		119,052	137,347 •	136,632 •

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MICHIGAN

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
ADRIAN (LENAWEE CO.)			7,400			25,100			32,500			
TELEGRAM	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TELEGRAM	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ALPENA (ALPENA CO.)			8,200			13,100			21,300			
NEWS	E (M-SAT)	Z		7,174	87.49		4,888	37.31		12,062	12,629	12,493
ANN ARBOR (WASHTENAW CO.)			49,700			88,100			137,800			
NEWS	E (M-SAT)	Z,C		22,911	46.10		28,454	32.30		51,365	53,988 *	49,828
NEWS	SUN	Z,C		27,416	55.16		35,330	40.10		62,746	66,797 *	62,554
BAD AXE (HURON CO.)			1,300			14,600			15,900			
HURON TRIBUNE	E (M-F)			1,221	93.92		7,306	50.04		8,527	9,145	8,832
BATTLE CREEK (CALHOUN CO.)			34,300			63,900			98,200			
ENQUIRER	E (M-SAT)			17,896	52.17		9,937	15.55		27,833	28,099 (b)	
ENQUIRER	E (M-F)											28,918
ENQUIRER	SAT M											29,286
ENQUIRER	SUN			23,368	68.13		13,507	21.14		36,875	37,175	37,276
BAY CITY (BAY CO.)			28,800 #			51,900			80,700			
TIMES	E (M-SAT)	Z,C	#	21,711	75.39		14,151	27.27		35,862	39,519 *	39,044 *
TIMES	SUN	Z,C	#	24,044	83.49		20,741	39.96		44,785	50,673 *	50,417 *
BENTON HARBOR-ST. JOSEPH (BERRIEN CO.)			79,000 #						79,000			
HERALD-PALLADIUM	E (M-SAT)		#	30,890	39.10					30,890	33,288	35,074
HERALD-PALLADIUM	SUN		#	28,668	36.29					28,668	30,937 (b)	
DETROIT (WAYNE CO.)			481,900			1,264,400			1,746,300			
FREE PRESS/NEWS	CMB DLY			265,847	55.17		648,403	51.28		914,250	1,104,115	1,165,914
FREE PRESS	M (M-F)			132,747	27.55		355,051	28.08		487,798	622,349	639,767
NEWS	E (M-F)			133,100	27.62		293,352	23.20		426,452	481,766	526,147
NEWS & FREE PRESS	SAT			217,771	45.19		571,211	45.18		788,982	933,226	1,021,357
NEWS & FREE PRESS	SUN			261,524	54.27		740,934	58.60		1,002,458	1,215,149	1,270,420

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MICHIGAN (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
ESCANABA (DELTA CO.)			7,200			10,300			17,500			
PRESS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FLINT (GENESEE CO.)			109,100			118,000			227,100			
JOURNAL	E (M-F)	Z,C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL	SAT M	Z,C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL	SUN	Z,C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GRAND HAVEN (OTTAWA CO.)			7,400			8,400			15,800			
TRIBUNE	E (M-SAT)	Z		4,818	65.11		4,830	57.50		9,648	10,404 *	10,425 *
GRAND RAPIDS (KENT CO.)			158,200			150,400			308,600			
PRESS	E (M-SAT)	Z,C		97,180	61.43		44,422	29.54		141,602	146,749	141,700
PRESS	SUN	Z,C		111,325	70.37		64,535	42.91		175,860	191,085	185,027
GREENVILLE (MONTCALM CO.)			3,600			18,000			21,600			
NEWS	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HOLLAND (OTTAWA CO.)			27,800 #			10,800			38,600			
SENTINEL	E (M-SAT)	Z	#	15,831	56.95		2,593	24.01		18,424	18,850	18,871
SENTINEL	SUN		#	15,784	56.78		2,578	23.87		18,362	18,845	18,943
HOUGHTON (HOUGHTON CO.)			3,400			16,900			20,300			
MINING GAZETTE	E (M-SAT)			2,811	82.68		8,830	52.25		11,641	12,455	12,105
IRON MOUNTAIN-KINGSFORD (DICKINSON CO.)			5,700			13,900			19,600			
NEWS	E (M-SAT)	Z		4,631	81.25		6,216	44.72		10,847	11,069	10,795 (a)
JACKSON (JACKSON CO.)			29,700 #			49,600			79,300			
CITIZEN PATRIOT	E (M-SAT)	Z,C	#	19,870	66.90		17,052	34.38		36,922	37,431	37,420
CITIZEN PATRIOT	SUN	Z,C	#	21,420	72.12		20,406	41.14		41,826	42,661	43,055
KALAMAZOO (KALAMAZOO CO.)			59,400			71,300			130,700			
GAZETTE	E (M-F)	Z,C		34,414	57.94		28,358	39.77		62,772	64,201	66,531
GAZETTE	SAT M	Z,C		39,642	66.74		34,560	48.47		74,202	76,036	82,342
GAZETTE	SUN	Z,C		39,908	67.19		37,465	52.55		77,373	81,260	82,342

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MICHIGAN (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
KENT CO.-BAY CO.-GENESEE CO.-JACKSON CO.-KALAMAZOO CO.-MUSKEGON CO.-SAGINAW CO.-WASHTENAW CO.			1,095,300 #						1,095,300			
BOOTH-MICHIGAN NEWSPAPER GROUP	E (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BOOTH-MICHIGAN NEWSPAPER GROUP	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LANSING-EAST LANSING (INGHAM CO.)			98,900			63,600			162,500			
STATE JOURNAL	M (M-SAT)	Z,C		45,527	46.03		22,891	35.99		68,418	70,652	70,083
STATE JOURNAL	SUN	Z,C		56,593	57.22		33,394	52.51		89,987	93,689	91,986
LUDINGTON (MASON CO.)			3,700			13,200			16,900			
NEWS	E (M-SAT)	Z		2,800	75.68		4,000	30.30		6,800	7,627	7,582
MARQUETTE (MARQUETTE CO.)			7,400			18,700			26,100			
MINING JOURNAL	E (M-SAT)	Z		6,691	90.42		9,671	51.72		16,362	18,326	18,316
MINING JOURNAL	SUN	Z		6,648	89.84		9,724	52.00		16,372	19,300	18,780
MIDLAND (MIDLAND CO.)			15,200			27,800			43,000			
NEWS	E (M-SAT)	Z		9,711	63.89		6,395	23.00		16,106	16,553	16,624
NEWS	SUN	Z		8,938	58.80		6,226	22.40		15,164	15,629	15,092
MONROE (MONROE CO.)			11,100			37,300			48,400			
NEWS	E (M-SAT)	Z		7,118	64.13		14,232	38.16		21,350	23,024 *	23,920 *
NEWS	SUN	Z		6,841	61.63		14,346	38.46		21,187	22,777 *	23,350 *
MOUNT CLEMENS (MACOMB CO.)			99,000 #						99,000			
DAILY	E (M-SAT)	Z	#	25,956	26.22					25,956	48,490	53,964
MOUNT PLEASANT (ISABELLA CO.)			23,200 #						23,200			
SUN	M (M-F)		#	9,357	40.33					9,357	10,671 *	10,511 *
SUN	SUN		#	9,690	41.77					9,690	11,065 *	10,649 *
MUSKEGON (MUSKEGON CO.)			36,000			47,900			83,900			
CHRONICLE	E (M-SAT)	Z,C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CHRONICLE	SUN	Z,C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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MICHIGAN (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
PETOSKEY (EMMET CO.)			18,300 #						18,300			
NEWS-REVIEW	E (M-F)	Z	#	9,906	54.13					9,906	10,876	10,692
PONTIAC (OAKLAND CO.)			174,300 #						174,300			
OAKLAND PRESS	M (M-SAT)	Z	#	72,372	41.52					72,372	74,671	76,170
OAKLAND PRESS	SUN	Z	#	79,674	45.71					79,674	82,532	83,639
PORT HURON (ST. CLAIR CO.)			29,600 #			39,000			68,600			
TIMES HERALD	E (M-SAT)	Z	#	16,596	56.07		11,979	30.72		28,575	29,494	29,491
TIMES HERALD	SUN	Z	#	20,477	69.18		15,106	38.73		35,583	36,935	36,232
ROYAL OAK (OAKLAND CO.)			84,200			64,500			148,700			
TRIBUNE	E (M-SAT)	Z		27,694	32.89		2,877	4.46		30,571	30,901	38,154
SAGINAW (SAGINAW CO.)			54,400 #			22,900			77,300			
NEWS	E (M-SAT)	Z,C	#	35,001	64.34		12,929	56.46		47,930	57,510 *	56,656 *
NEWS	SUN	Z,C	#	36,665	67.40		15,079	65.85		51,744	65,793 *	66,071 *
SAULT STE. MARIE (CHIPPEWA CO.)			7,500 #			9,200			16,700			
NEWS	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
STURGIS (ST. JOSEPH CO.)			4,100			15,500			19,600			
JOURNAL	E (M-SAT)			2,813	68.61		4,681	30.20		7,494	7,687	7,663
TRAVERSE CITY (GRAND TRAVERSE CO.)			44,300 #						44,300			
RECORD-EAGLE	E (M-SAT)	Z	#	23,260	52.51					23,260	24,696 *	24,407 *
RECORD-EAGLE	SUN	Z	#	25,523	57.61					25,523	31,306 *	29,962 *
YPSILANTI (WASHTENAW CO.)			25,500			40,600			66,100			
PRESS	E (M-F)	Z		8,957	35.13		6,166	15.19		15,123	15,634	15,852
PRESS	SAT M	Z		8,590	33.69		6,158	15.17		14,748	15,164	15,383
PRESS	SUN	Z		8,648	33.91		6,290	15.49		14.938	15,336	15,593

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S %	RTZ OR NDM		RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC		OH'S	CIRC		OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
MINNESOTA												
ALBERT LEA (FREEBORN CO.)			8,100			5,300			13,400			
TRIBUNE	E (M-F)			5,609	69.25		3,100	58.49		8,709	9,322	9,037
TRIBUNE	SUN			5,535	68.33		3,004	56.68		8,539	9,321	9,254
AUSTIN (MOWER CO.)			8,900			7,400			16,300			
HERALD	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BRAINERD (CROW WING CO.)			7,400 #			24,100			31,500			
DISPATCH	E (M-F)	Z	#	5,079	68.64		8,026	33.30		13,105	13,809	13,640
DISPATCH	SUN	Z	#	5,951	80.42		10,029	41.61		15,980	16,755	16,379
DULUTH (ST. LOUIS CO.)			37,000 #			121,800			158,800			
NEWS-TRIBUNE	M (M-SAT)	Z	#	25,444	68.77		33,115	27.19		58,559	60,431	61,224
NEWS-TRIBUNE	SUN	Z	#	31,676	85.61		47,619	39.10		79,295	84,073	84,630
FARIBAULT (RICE CO.)			6,600			18,500			25,100			
NEWS	E (M-SAT)			4,681	70.92		2,873	15.53		7,554	7,772	7,979
FAIRMONT (MARTIN CO.)			4,700			22,700			27,400			
SENTINEL	M (M-F)			3,735	79.47		5,782	25.47		9,517	10,030 •	10,128 •
FERGUS FALLS (OTTER TAIL CO.)			4,700			24,700			29,400			
JOURNAL	E (M-SAT)	Z		4,329	92.11		6,205	25.12		10,534	11,421	11,978
MANKATO (BLUE EARTH CO.)-NORTH MANKATO (NICOLLET CO.)			15,200			45,000			60,200			
FREE PRESS	E (M-SAT)	Z		10,307	67.81		14,007	31.13		24,314	25,404 •	25,457 •
MARSHALL (LYON CO.)			4,000			11,800			15,800			
INDEPENDENT	M (M-SAT)			3,053	76.32		5,065	42.92		8,118	8,479 •	8,780
MINNEAPOLIS-ST. PAUL (HENNEPIN CO.)			956,100 #			427,900			1,384,000			
STAR TRIBUNE	M (M-SAT)	Z,C	#	354,529	37.08					354,529	413,237	410,226
STAR TRIBUNE	SUN	Z,C	#	554,742	58.02					554,742	673,773	663,063

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

MINNESOTA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
NEW ULM (BROWN CO.)			5,000			14,100			19,100			
JOURNAL	M (TU-SAT)	Z		3,914	78.28		5,153	36.55		9,067	10,003 *	10,248 *
JOURNAL	SUN	Z		4,139	82.78		5,268	37.36		9,407	10,344 *	10,570 *
OWATONNA (STEELE CO.)			7,100			4,600			11,700			
PEOPLE'S PRESS	M (TU-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PEOPLE'S PRESS	SUN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
RED WING (GOODHUE CO.)			5,800			16,100			21,900			
REPUBLICAN EAGLE	E (M-SAT)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ROCHESTER (OLMSTED CO.)			30,300			34,500			64,800			
POST-BULLETIN	E (M-F)			21,395	70.61		16,092	46.64		37,487	39,550	39,368
POST-BULLETIN	WKND			23,054	76.09		17,517	50.77		40,571	42,942	42,487
ST. CLOUD (STEARNS, BENTON & SHERBURNE COS.)			54,500 #						54,500			
TIMES	E (M-SAT)	Z	#	24,055	44.14					24,055	28,133	28,217
TIMES	SUN	Z	#	29,487	54.10					29,487	34,668	34,227
ST. PAUL (RAMSEY CO.)			494,900 #						494,900			
PIONEER PRESS	M (M-F)	Z	#	174,246	35.21					174,246	201,860	197,265
PIONEER PRESS	SAT M	Z	#	162,217	32.78					162,217	184,567	176,154
PIONEER PRESS	SUN	Z	#	234,128	47.31					234,128	267,781	257,725
WINONA (WINONA CO.)			9,500			37,200			46,700			
NEWS	M (M-SAT)	Z		6,869	72.31		7,185	19.31		14,054	14,359	14,071
NEWS	SUN	Z		6,980	73.47		7,554	20.31		14,534	14,852	14,417
WORTHINGTON (NOBLES CO.)			3,700			16,500			20,200			
GLOBE	M (M-SAT)	Z		3,579	96.73		8,170	49.52		11,749	14,793	14,715

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MISSISSIPPI

		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
BILOXI-GULFPORT (HARRISON CO.)			65,300			36,700			102,000			
SUN HERALD	M (M-SAT)			34,994	53.59		13,435	36.61		48,429	49,733 *	50,961 *
SUN HERALD	SUN			37,809	57.90		14,245	38.81		52,054	53,236 *	54,094 *
BROOKHAVEN (LINCOLN CO.)			4,100			15,500			19,600			
LEADER	E (M-F)			2,991	72.95		4,683	30.21		7,674	7,908	7,826
CLARKSDALE (COAHOMA CO.)			7,800			15,700			23,500			
PRESS REGISTER	E (M-F)	Z		4,535	58.14		2,297	14.63		6,832	7,048	7,366
PRESS REGISTER	WKND	Z		4,697	60.22		2,296	14.62		6,993	7,208	7,477
CLEVELAND (BOLIVAR CO.)			18,500 #						18,500			
BOLIVAR COMMERCIAL	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CORINTH (ALCORN CO.)			18,300 #						18,300			
CORINTHIAN	E (M-F)		#	8,531	46.62					8,531	9,160	8,779
GREENVILLE (WASHINGTON CO.)			16,300			14,700			31,000			
DELTA DEMOCRAT-TIMES	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
DELTA DEMOCRAT-TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GREENWOOD (LEFLORE CO.)			9,300			13,600			22,900			
COMMONWEALTH	E (M-F)	Z		5,342	57.44		3,264	24.00		8,606	8,863	9,037
COMMONWEALTH	SUN	Z		5,476	58.88		3,359	24.70		8,835	9,092	9,169
HATTIESBURG (FORREST CO.)			35,900 #			25,200			61,100			
AMERICAN	E (M-SAT)		#	17,730	49.39		4,842	19.21		22,572	24,804 *	24,948 *
AMERICAN	SUN		#	19,485	54.28		5,510	21.87		24,995	27,698 *	27,418 *
JACKSON (HINDS CO.)			143,200 #			96,100			239,300			
CLARION-LEDGER	M (M-SAT)	Z	#	67,468	47.11		13,135	13.67		80,603	107,787	102,124
CLARION-LEDGER	SUN	Z	#	76,442	53.38		19,066	19.84		95,508	127,440	123,101
LAUREL (JONES CO.)			7,800			31,200			39,000			
LEADER-CALL	E (M-SAT)			4,158	53.31		5,648	18.10		9,806	9,896 *	10,356 *

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MISSISSIPPI (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
McCOMB (PIKE CO.)			6,700			23,600			30,300			
ENTERPRISE-JOURNAL	E (M-F)	Z		3,700	55.22		7,492	31.75		11,192	11,538	11,924
ENTERPRISE-JOURNAL	SUN	Z		3,814	56.93		7,576	32.10		11,390	11,735	12,023
MERIDIAN (LAUDERDALE CO.)			17,500			82,800			100,300			
STAR	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
STAR	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PASCAGOULA (JACKSON CO.)			56,400 #						56,400			
PRESS	E (M-F)		#	22,600	40.07					22,600	23,050 *	22,662 *
PRESS	SUN		#	22,812	40.45					22,812	23,401 *	23,567 *
TUPELO (LEE CO.)			12,300			99,600			111,900			
NORTHEAST JOURNAL	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORTHEAST JOURNAL	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
VICKSBURG (WARREN CO.)			10,300			29,700			40,000			
POST	E (M-SAT)	Z		5,500	53.40		9,538	32.11		15,038	15,212	15,216
POST	SUN	Z		5,375	52.18		9,821	33.07		15,196	15,456	15,569
MISSOURI												
CAPE GIRARDEAU (CAPE GIRARDEAU CO.)			13,100			42,700			55,800			
SOUTHEAST MISSOURIAN	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SOUTHEAST MISSOURIAN	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SOUTHEAST MISSOURIAN	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
COLUMBIA (BOONE CO.)			39,600 #						39,600			
TRIBUNE	E (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SAT M	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FLAT RIVER (ST. FRANCOIS CO.)			4,500			10,100			14,600			
JOURNAL	E (M-F)	Z		2,595	57.67		6,773	67.06		9,368	9,683 *	10,020 *
JOURNAL	SUN	Z		2,482	55.16		6,616	65.50		9,098	9,412 * (b)	

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MISSOURI (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
HANNIBAL (MARION CO.)			7,200			29,200			36,400			
COURIER-POST	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JEFFERSON CITY (COLE CO.)			17,400			41,600			59,000			
CAPITAL NEWS, POST-TRIBUNE	CMB DLY	Z		13,920	80.00		7,245	17.42		21,165	21,789	21,890
CAPITAL NEWS	M (TU-SAT)	Z		476	2.74		2,815	6.77		3,291	3,592	3,745
POST-TRIBUNE	E (M-F)	Z		13,444	77.26		4,430	10.65		17,874	18,197	18,145
NEWS-TRIBUNE	SUN	Z		14,208	81.66		9,305	22.37		23,513	24,145	24,205
JOPLIN (JASPER CO.)			25,800			81,500			107,300			
GLOBE	M (M-SAT)	Z,C		16,934	65.64		17,210	21.12		34,144	36,681 *	36,371 *
GLOBE	SUN	Z,C		20,355	78.90		22,538	27.65		42,893	46,570 *	45,364 *
KANSAS CITY (JACKSON CO.)			501,600			233,100			734,700			
STAR	M (M-FRI)	C		223,156	44.49		46,284	19.86		269,440	288,571	300,208
STAR	SAT M	C		246,201	49.08		54,137	23.22		300,338	322,352	417,708
STAR	SUN	C		316,502	63.10		74,962	32.16		391,464	423,305	417,708
MEXICO (AUDRAIN CO.)			4,700			14,900			19,600			
LEDGER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
POPLAR BLUFF (BUTLER CO.)			6,800			43,000			49,800			
AMERICAN REPUBLIC	E (M-F)			6,287	92.46		7,616	17.71		13,903	15,009	14,994
AMERICAN REPUBLIC	SUN			6,030	88.68		7,882	18.33		13,912	15,030	14,986
ST. JOSEPH (BUCHANAN CO.)			29,600			58,600			88,200			
NEWS PRESS/GAZETTE	M (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS PRESS/GAZETTE	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS PRESS/GAZETTE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ST. LOUIS (INDEPENDENT CITY)			793,100 #						793,100			
POST-DISPATCH	M (M-F)	Z,C	#	325,286	41.01					325,286	391,915	376,286
POST-DISPATCH	SAT M	Z,C	#	288,017	36.32					288,017	350,635	343,212
POST-DISPATCH	SUN	Z,C	#	479,717	60.49					479,717	585,681	561,585
SEDALIA (PETTIS CO.)			8,500			19,700			28,200			
DEMOCRAT	E (M-F)			6,629	77.99		6,800	34.52		13,429	14,316	14,390
DEMOCRAT	SUN			7,565	89.00		7,164	36.37		14,729	15,647	15,848

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MISSOURI (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
SIKESTON (SCOTT CO.)			6,700			27,100			33,800			
STANDARD-DEMOCRAT	E (M-F)			3,580	53.43		5,631	20.78		9,211	9,527	9,263
STANDARD-DEMOCRAT	SUN			4,266	63.67		6,015	22.20		10,281	10,601	10,155
SPRINGFIELD (GREENE CO.)			57,800 #			41,800			99,600			
NEWS-LEADER	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-LEADER	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WARRENSBURG (JOHNSON CO.)			4,000			9,300			13,300			
STAR-JOURNAL	E (M-F)	Z		2,319	57.97		2,135	22.96		4,454	4,820	5,070 *
MONTANA												
BILLINGS (YELLOWSTONE CO.)			35,100			68,600			103,700			
GAZETTE	M (M-SAT)	Z		25,846	73.64		19,798	28.86		45,644	54,455	54,677
GAZETTE	SUN	Z		28,000	79.77		22,675	33.05		50,675	60,815	60,860
BOZEMAN (GALLATIN CO.)			11,500			12,200			23,700			
CHRONICLE	E (M-F)			7,346	63.88		4,201	34.43		11,547	12,003	11,666
CHRONICLE	SUN			7,922	68.89		4,918	40.31		12,840	13,846	13,581
BUTTE (SILVER BOW CO.)-ANACONDA (DEER LODGE CO.)			15,700			14,200			29,900			
STANDARD	M (M-SAT)	Z		11,968	76.23		3,447	24.27		15,415	16,059	16,126
STANDARD	SUN	Z		12,112	77.15		3,649	25.70		15,761	16,552	16,546
GREAT FALLS (CASCADE CO.)			63,000 #						63,000			
TRIBUNE	M (M-SAT)	Z	#	28,544	45.31					28,544	33,330	32,806
TRIBUNE	SUN	Z	#	35,220	55.90					35,220	40,052	39,685
HELENA (LEWIS & CLARK CO.)			17,600 #			5,300			22,900			
INDEPENDENT RECORD	M (M-SAT)	Z	#	12,049	68.46		1,621	30.58		13,670	13,919	13,359
INDEPENDENT RECORD	SUN	Z	#	12,313	69.96		1,732	32.68		14,045	14,511	13,917
MISSOULA (MISSOULA CO.)			25,100			31,000			56,100			
MISSOULIAN	M (M-SAT)	Z		15,461	61.60		9,594	30.95		25,055	28,397	29,385
MISSOULIAN	SUN	Z		17,490	69.68		11,445	36.92		28,935	32,941	32,165

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
NEBRASKA												
ALLIANCE (BOX BUTTE CO.)			3,800			8,500			12,300			
TIMES-HERALD	E (M-SAT)			2,507	65.97		826	9.72		3,333	3,595	3,760
BEATRICE (GAGE CO.)			5,000 #			14,300			19,300			
SUN	E (M-SAT)	Z	#	4,349	86.98		5,312	37.15		9,661	10,306	10,299
COLUMBUS (PLATTE CO.)			7,300			16,400			23,700			
TELEGRAM	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TELEGRAM	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FREMONT (DODGE CO.)			10,600			17,400			28,000			
TRIBUNE	E (M-SAT)	Z		7,525	70.99		3,188	18.32		10,713	11,076	11,251
GRAND ISLAND (HALL CO.)			15,700			25,200			40,900			
INDEPENDENT	E (M-SAT)	Z		12,933	82.38		11,082	43.98		24,015	24,945	24,856
INDEPENDENT	SUN	Z		13,213	84.16		11,664	46.29		24,877	25,807	25,785
HASTINGS (ADAMS CO.)			9,400			19,200			28,600			
TRIBUNE	E (M-SAT)	Z		7,594	80.79		6,585	34.30		14,179	15,288	15,304
HOLDREGE (PHELPS CO.)			2,200			4,900			7,100			
CITIZEN	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
KEARNEY (BUFFALO CO.)			8,600 #			24,800			33,400			
HUB	E (M-SAT)	Z	#	6,504	75.63		6,032	24.32		12,536	12,903	12,869

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NEBRASKA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
LINCOLN (LANCASTER CO.)			75,600			64,700			140,300			
STAR, JOURNAL (12-22-90 TO 3-31-91)	CMB DLY	Z		52,178	69.02		23,126	35.74		75,304	79,789 (b)	
STAR (12-22-90 TO 3-31-91)	M (M-F)	Z		22,621	29.92		13,100	20.25		35,721	38,574 (b)	
JOURNAL (12-22-90 TO 3-31-91)	E (M-F)	Z		29,557	39.10		10,026	15.50		39,583	41,215 (b)	
JOURNAL-STAR (12-22-90 TO 3-31-91)	SAT M	Z		53,181	70.35		23,096	35.70		76,277	80,643 (b)	
STAR-JOURNAL (10-1-90 TO 12-21-90)	CMB DLY	Z		53,540	70.82		23,406	36.18		76,946	81,853 (b)	
STAR (10-1-90 TO 12-21-90)	M (M-SAT)	Z		23,303	30.82		13,377	20.68		36,680	40,061 (b)	
JOURNAL (10-1-90 TO 12-21-90)	E (M-SAT)	Z		30,237	40.00		10,029	15.50		40,266	41,792 (b)	
JOURNAL-STAR	SUN	Z		56,544	74.79		23,114	35.72		79,658	83,440	82,590
NORFOLK (MADISON CO.)			7,900			32,400			40,300			
NEWS	E (M-SAT)	Z		7,278	92.13		13,006	40.14		20,284	22,406	22,726
NORTH PLATTE (LINCOLN CO.)			8,800 #			18,000			26,800			
TELEGRAPH	M (TU-SAT)	Z	#	6,258	71.11		6,894	38.30		13,152	14,507	14,749
TELEGRAPH	SUN	Z	#	6,406	72.80		6,958	38.66		13,364	14,723	14,975
OMAHA (DOUGLAS CO.)			192,000 #			126,000			318,000			
WORLD-HERALD	CMB DLY	Z,C	#	129,738	67.57		35,992	28.57		165,730	224,537	220,529
WORLD-HERALD	M (M-F)	Z,C	#	39,265	20.45		29,232	23.20		68,497	127,192	123,540
WORLD-HERALD	E (M-F)	Z,C	#	90,473	47.12		6,760	5.37		97,233	97,345	96,989
WORLD-HERALD	SAT M	Z,C	#	119,609	62.30		35,611	28.26		155,220	212,835	210,520
WORLD-HERALD	SUN	Z,C	#	150,307	78.28		55,045	43.69		205,352	288,666	286,935
SCOTTSBLUFF (SCOTTS BLUFF CO.)			9,600 #			31,600			41,200			
STAR-HERALD	M (TU-SAT)	Z	#	6,232	64.92		8,516	26.95		14,748	15,080	15,389
STAR-HERALD	SUN	Z	#	6,587	68.61		8,980	28.42		15,567	15,905	16,038

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
NEVADA												
CARSON CITY (INDEPENDENT CITY)			16,800 #						16,800			
APPEAL	E (M-F)	Z	#	8,408	50.05					8,408	10,695	10,524
APPEAL	SUN	Z	#	9,273	55.20					9,273	12,363	12,459
LAS VEGAS (CLARK CO.)			271,000 #						271,000			
REVIEW-JOURNAL	CMB DLY	Z	#	171,214	63.18					171,214	176,294 (b)	
REVIEW-JOURNAL	M (M-F)	Z	#	135,502	50.00					135,502	139,735 (b)	
SUN	E (M-F)	Z	#	35,712	13.18					35,712	36,559 (b)	
REVIEW-JOURNAL/SUN	SAT M	Z	#	157,519	58.13					157,519	162,116 (b)	
REVIEW-JOURNAL/SUN	SUN	Z	#	203,829	75.21					203,829	212,283 (b)	
REVIEW-JOURNAL	ALL DAY (M-F)	Z	#									134,371
REVIEW-JOURNAL	SAT M	Z	#									126,324
REVIEW-JOURNAL	SUN	Z	#									168,162
SUN	M (M-SAT)	Z	#									55,665
SUN	SUN	Z	#									59,219
RENO (WASHOE CO.)			124,400 #						124,400			
GAZETTE-JOURNAL	M (M-SAT)	Z	#	53,930	43.35					53,930	66,781	64,942
GAZETTE-JOURNAL	SUN	Z	#	65,867	52.95					65,867	82,508	79,459
NEW HAMPSHIRE												
CLAREMONT (SULLIVAN CO.)			6,000			24,000			30,000			
EAGLE TIMES	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EAGLE TIMES	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CONCORD (MERRIMACK CO.)			14,400			39,600			54,000			
MONITOR	E (M-SAT)	Z		9,785	67.95		11,053	27.91		20,838	21,833	21,777
DOVER (STRAFFORD CO.)			39,100 #						39,100			
FOSTER'S DEMOCRAT	E (M-SAT)	Z	#	22,528	57.62					22,528	30,017	29,005

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NEW HAMPSHIRE (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
KEENE (CHESHIRE CO.)			26,200 #						26,200			
SENTINEL	E (M-SAT)		#	14,924	56.96					14,924	16,235	16,454
LACONIA (BELKNAP CO.)			10,800			34,700			45,500			
CITIZEN	E (M-SAT)			6,252	57.89		3,909	11.27		10,161	10,602	11,144
LEBANON-HANOVER (GRAFTON CO.)												
(WHITE RIVER JUNCTION, VT P.O.)			12,700 #			16,400			29,100			
VALLEY NEWS	E (M-SAT)	Z	#	9,222	72.61		7,116	43.39		16,338	18,634	18,745
MANCHESTER (HILLSBOROUGH CO.)			59,000			118,500			177,500			
UNION LEADER	M (M-SAT)			31,021	52.58		20,886	17.63		51,907	71,018	71,534
NEWS	SUN			32,469	55.03		37,131	31.33		69,600	98,788	97,903
NASHUA (HILLSBOROUGH CO.)			42,100			19,800			61,900			
TELEGRAPH	E (M-SAT)	Z		23,386	55.55		5,111	25.81		28,497	29,580	30,592
TELEGRAPH	SUN	Z		25,082	59.58		6,118	30.90		31,200	32,702	32,971
PORTSMOUTH (ROCKINGHAM CO.)			15,100			31,200			46,300			
HERALD	E (M-SAT)	Z		7,236	47.92		5,990	19.20		13,226	14,341	13,726
HERALD	SUN	Z		7,230	47.88		6,155	19.73		13,385	14,717	14,262
NEW JERSEY												
ATLANTIC CITY (ATLANTIC CO.)			181,200 #						181,200			
PRESS	M (M-SAT)	Z	#	74,836	41.30					74,836	78,442	79,376
PRESS	SUN	Z	#	92,325	50.95					92,325	97,572	97,785
BERGEN CO. (HACKENSACK P.O.)			316,500 #						316,500			
RECORD	E (M-SAT)	Z,C	#	132,963	42.01					132,963	172,667 *	161,546 *
RECORD	SUN	Z,C	#	182,598	57.69					182,598	246,317 *	230,070 *
BRIDGETON (CUMBERLAND CO.)			18,600 #						18,600			
NEWS	E (M-SAT)	Z	#	9,016	48.47					9,016	10,739 *	11,720 *

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NEW JERSEY (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
BRIDGEWATER (SOMERSET CO.)			155,000 #						155,000			
COURIER NEWS	E (M-SAT)	Z	#	47,899	30.90					47,899	52,604	51,353
COURIER NEWS	SUN	Z	#	50,511	32.59					50,511	58,303	54,406
CAMDEN-CHERRY HILL (CAMDEN CO.)			293,500 #						293,500			
COURIER-POST	ALL DAY (M-SAT)		#	90,965	30.99					90,965	102,189 * (b)	
COURIER-POST	E (M-SAT)		#									103,295 *
COURIER-POST	SUN		#	91,122	31.05					91,122	104,658 *	103,671 *
ELIZABETH			188,400						188,400			
JOURNAL	ALL DAY (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HIGHTSTOWN (MERCER CO.)												
RACING FORM	MON										31,341	31,748
RACING FORM	M (TU-F)										32,409	35,473
RACING FORM	SAT M										58,071	57,336
RACING FORM	SUN										44,018	44,077
JERSEY CITY (HUDSON CO.)			194,300			166,400			360,700			
JOURNAL	E (M-SAT)			49,671	25.56		2,711	1.63		52,382	52,544	54,084
MORRISTOWN-PARSIPPANY (MORRIS CO.)			131,000 #						131,000			
RECORD	M (M-F)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORD	SAT M	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORD	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEPTUNE (MONMOUTH CO.)			377,400 #						377,400			
ASBURY PARK PRESS	E (M-SAT)	Z,C	#	159,625	42.30					159,625	162,928	149,820
ASBURY PARK PRESS	SUN	Z,C	#	219,336	58.12					219,336	224,710	218,684
NEW BRUNSWICK (MIDDLESEX CO.)			75,200			88,000			163,200			
CENTRAL HOME NEWS	M (M-SAT)	Z		30,126	40.06		15,555	17.68		45,681	54,120	54,393
CENTRAL HOME NEWS	SUN	Z		32,736	43.53		18,595	21.13		51,331	62,208	63,425

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NEW JERSEY (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
NEWARK (ESSEX CO.)			370,200			1,633,100			2,003,300			
STAR-LEDGER	M (M-F)	C		160,487	43.35		312,981	19.16		473,468	485,362 *	470,045 *
STAR-LEDGER	SAT M	C		137,612	37.17		282,189	17.28		419,801	430,631 *	418,106 *
STAR-LEDGER	SUN	C		196,061	52.96		482,817	29.56		678,878	707,391 *	687,054 *
NEWTON (SUSSEX CO.)			50,100 #						50,100			
HERALD	E (M-F)	Z	#	16,816	33.56					16,816	17,954 *	18,464 *
HERALD	SUN	Z	#	23,088	46.08					23,088	25,465 *	25,363 *
PASSAIC CO.-UNION CO.-HUDSON CO.-MORRIS CO.-BERGEN CO.			909,900 #						909,900			
NORTH JERSEY NWSPS.	ALL DAY (M-SAT) & M		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORTH JERSEY NWSPS.	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SALEM (SALEM CO.)			24,800 #						24,800			
TODAY'S SUNBEAM	M (M-F)		#	10,058	40.56					10,058	10,606	10,942
TODAY'S SUNBEAM	SUN		#	9,565	38.57					9,565	10,102	10,434
TOMS RIVER			148,100 #						148,100			
OBSERVER	M (M-F)	Z	#	17,242	11.64					17,242	17,872	
OBSERVER	SUN	Z	#	15,497	10.46					15,497	16,126	
TRENTON (MERCER CO.)			99,500			175,700			275,200			
TIMES	M (M-SAT)	Z,C		46,410	46.64		28,854	16.42		75,264	81,243	76,897
TIMES	SUN	Z,C		52,962	53.23		34,690	19.74		87,652	94,157	90,659
TRENTONIAN	M (M-F)	Z		50,447	50.70		17,244	9.81		67,691	73,050	69,905
TRENTONIAN	SAT M	Z		43,462	43.68		16,342	9.30		59,804	64,840	64,902
TRENTONIAN	SUN	Z		43,279	43.50		14,859	8.46		58,138	63,019	62,461 (a)
VINELAND (CUMBERLAND CO.)			49,800 #						49,800			
JOURNAL	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WILLINGBORO-BURLINGTON (BURLINGTON CO.)			42,700			81,900			124,600			
BURLINGTON COUNTY TIMES	E (M-F)	Z,C		22,413	52.49		19,873	24.26		42,286	42,508	41,794
BURLINGTON COUNTY TIMES	SUN	Z,C		23,850	55.85		22,248	27.16		46,098	46,453	46,893

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NEW JERSEY (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
WOODBRIDGE (MIDDLESEX CO.)			137,500 #						137,500			
NEWS TRIBUNE	M (M-F)	Z,C	#	45,940	33.41					45,940	51,750 (b)	
NEWS TRIBUNE	E (M-F)	Z,C	#									53,396
NEWS TRIBUNE	SUN	Z,C	#	46,471	33.80					46,471	52,943	54,649
WOODBURY (GLOUCESTER CO.)			76,800 #						76,800			
GLOUCESTER COUNTY TIMES	E (M-F)	Z	#	27,396	35.67					27,396	29,854	30,092
GLOUCESTER COUNTY TIMES	SUN	Z	#	26,317	34.27					26,317	28,500	28,786
NEW MEXICO												
ALAMOGORDO (OTERO CO.)			12,000			5,800			17,800			
NEWS	E (M-F)	Z		6,752	56.27		1,453	25.05		8,205	8,408 *	8,975 *
NEWS	SUN	Z		7,320	61.00		1,948	33.59		9,268	9,520 *	9,894 *
ALBUQUERQUE (BERNALILLO CO.)			385,500 #						385,500			
JOURNAL, TRIBUNE	CMB DLY	Z	#	157,190	40.78					157,190	164,293 *	162,383 *
JOURNAL	M (M-SAT)	Z	#	116,448	30.21					116,448	123,481 *	121,396 *
TRIBUNE	E (M-SAT)	Z	#	40,742	10.57					40,742	40,812 *	40,987 *
JOURNAL	SUN	Z	#	152,569	39.58					152,569	162,394 *	159,362 *
CARLSBAD (EDDY CO.)			10,800			2,100			12,900			
CURRENT-ARGUS	E (M-F)			7,905	73.19		489	23.29		8,394	8,538 *	8,226
CURRENT-ARGUS	SUN			7,991	73.99		497	23.67		8,488	8,689 *	8,412
CLOVIS (CURRY CO.)			13,500			16,200			29,700			
NEWS-JOURNAL	E (M-F)			6,945	51.44		2,489	15.36		9,434	9,599	10,079
NEWS-JOURNAL	SUN			7,252	53.72		2,658	16.41		9,910	10,074	11,209
FARMINGTON (SAN JUAN CO.)			15,200			14,700			29,900			
TIMES	E (M-SAT)			7,851	51.65		7,458	50.73		15,309	15,988 *	15,611 *
TIMES	SUN			8,553	56.27		8,479	57.68		17,032	17,928 *	17,513 *
GALLUP (McKINLEY CO.)			8,000			29,000			37,000			
INDEPENDENT	E (M-SAT)			5,549	69.36		7,821	26.97		13,370	15,544 *	15,119 *

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NEW MEXICO (cont.)			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC		
HOBBS (LEA CO.)			12,000			15,000			27,000			
NEWS-SUN	E (M-F)			9,485	79.04		2,420	16.13		11,905	12,018 *	11,239
NEWS-SUN	SUN			10,028	83.57		2,691	17.94		12,719	12,846 *	12,391
LAS CRUCES (DONA ANA CO.)			22,600			23,700			46,300			
SUN-NEWS	E (M-F)			11,439	50.62		6,360	26.84		17,799	19,619 *	18,877 *
SUN-NEWS	SAT M			10,213	45.19		5,805	24.49		16,018	17,837 *	16,968 *
SUN-NEWS	SUN			11,368	50.30		6,965	29.39		18,333	20,372 *	19,822 *
SANTA FE (SANTA FE CO.)			26,000 #			25,900			51,900			
NEW MEXICAN	M (M-SAT)	Z	#	17,413	66.97		4,005	15.46		21,418	22,617 *	20,692 *
NEW MEXICAN	SUN	Z	#	17,355	66.75		4,515	17.43		21,870	24,123 *	22,450 *
NEW YORK												
ALBANY (ALBANY CO.)			77,600			213,400			291,000			
TIMES UNION	M (M-SAT)	Z,C		51,338	66.16		50,642	23.73		101,980	108,954	105,306
TIMES UNION	SUN	Z,C		54,099	69.72		88,353	41.40		142,452	163,944	168,915
AMSTERDAM (MONTGOMERY CO.)			48,300 #						48,300			
RECORDER	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORDER	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AUBURN (CAYUGA CO.)			11,600			23,500			35,100			
CITIZEN	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CITIZEN	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BATAVIA (GENESEE CO.)			8,200 #			22,100			30,300			
NEWS	E (M-SAT)	Z	#	6,628	80.83		9,572	43.31		16,200	16,675 *	16,692 *
BINGHAMTON (BROOME CO.)			65,900 #			66,700			132,600			
PRESS & SUN-BULLETIN	M (M-SAT)	Z	#	46,468	70.51		22,069	33.09		68,537	70,725	70,413
PRESS & SUN-BULLETIN	SUN	Z	#	51,320	77.88		32,336	48.48		83,656	92,677	92,140

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NEW YORK (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
BUFFALO (ERIE CO.)			329,500 #			180,300			509,800			
NEWS	ALL DAY (M-F)	Z,C	#	252,177	76.53		51,976	28.83		304,153	314,194	315,669
NEWS	SAT M	Z,C	#	226,708	68.80		50,903	28.23		277,611	286,532	285,233
NEWS	SUN	Z,C	#	277,106	84.10		82,210	45.60		359,316	383,380	380,610
CANANDAIGUA (ONTARIO CO.)			4,800			22,900			27,700			
MESSENGER	E (M-F)	Z		3,424	71.33		10,279	44.89		13,703	14,139 *	13,915 *
CORNING (STEUBEN CO.)			9,900			21,100			31,000			
LEADER	M (M-SAT)	Z		7,371	74.45		5,956	28.23		13,327	14,844	16,205
LEADER	SUN	Z		6,523	65.89		5,584	26.46		12,107	13,657	15,349
DUNKIRK-FREDONIA (CHAUTAUQUA CO.)			9,300			10,200			19,500			
OBSERVER	E (M-SAT)			7,864	84.56		5,081	49.81		12,945	14,853	14,943
ELMIRA (CHEMUNG CO.)			64,100 #						64,100			
STAR-GAZETTE	M (M-SAT)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
STAR-GAZETTE	SUN	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GENEVA (ONTARIO CO.)			5,900			41,700			47,600			
FINGER LAKES TIMES	E (M-SAT)	Z		3,642	61.73		15,458	37.07		19,100	19,602 *	19,841 *
GLENS FALLS (WARREN CO.)			12,000			47,000			59,000			
POST-STAR	M (M-SAT)	Z		10,588	88.23		22,981	48.90		33,569	34,793	35,773
POST-STAR	SUN	Z		10,395	86.63		23,178	49.31		33,573	34,799	35,809
GLOVERSVILLE-JOHNSTOWN (FULTON CO.)			13,400			17,800			31,200			
LEADER-HERALD	E (M-SAT)	Z		8,302	61.96		4,189	23.53		12,491	12,843 *	13,818 *
LEADER-HERALD	SUN	Z		7,682	57.33		3,877	21.78		11,559	11,912 *	13,818 *
HERKIMER (HERKIMER CO.)			7,900			11,100			19,000			
TELEGRAM	E (M-SAT)			4,660	58.99		2,266	20.41		6,926	7,152	6,958
HUDSON (COLUMBIA CO.)			5,100			18,700			23,800			
REGISTER-STAR	E (M-F)			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
REGISTER-STAR	SUN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
NEW YORK (cont.)			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
ITHACA (TOMPKINS CO.)			14,200			17,700			31,900			
JOURNAL	E (M-SAT)	Z		9,182	64.66		7,380	41.69		16,562	19,565	20,361
JAMESTOWN (CHAUTAUQUA CO.)			18,100			34,600			52,700			
POST-JOURNAL	E (M-SAT)			15,444	85.33		10,451	30.21		25,895	26,516	27,337
KINGSTON			16,600			27,300			43,900			
FREEMAN	M (M-F)	Z		10,341	62.30		9,442	34.59		19,783	22,386	
FREEMAN	SUN	Z		12,515	75.39		14,553	53.31		27,068	30,948	
LOCKPORT (NIAGARA CO.)			10,300			13,700			24,000			
UNION-SUN & JOURNAL	E (M-SAT)	Z		7,360	71.46		10,036	73.26		17,396	18,200	18,475
LONG ISLAND (SUFFOLK CO.)												
(MELVILLE P.O.)			881,400 #						881,400			
	ALL DAY											
NEWSDAY	(M-F)	C	#	511,059	57.98					511,059	825,512	711,264
NEWSDAY	SAT	C	#	466,920	52.97					466,920	690,913	612,635
NEWSDAY	SUN	C	#	586,203	66.51					586,203	960,308	713,779
MEDINA (ORLEANS CO.)			6,200 #						6,200			
JOURNAL-REGISTER	E (M-F)	Z	#	3,511	56.63					3,511	5,252 *	5,047 *
MIDDLETOWN (ORANGE CO.)			17,500			115,000			132,500			
TIMES HERALD-RECORD	M (M-SAT)	Z		12,912	73.78		62,140	54.03		75,052	83,762 *	83,356 *
RECORD	SUN	Z		14,285	81.63		74,054	64.39		88,339	99,351 *	97,324 *
NEW YORK CITY (NEW YORK CO.)												
AMERICAN BANKER	M (M-F)										19,116	19,771
AMERICAN METAL MARKET	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
JOURNAL OF COMMERCE & COMMERCIAL	M (M-F)										23,266	23,443
LAW JOURNAL	M (M-F)										15,361	15,278

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NEW YORK (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
NEW YORK CITY (NEW YORK CO.)			7,534,700 #						7,534,700			
NEWS	M (M-F)	C	#	PUBLISHER'S STATEMENT WILL NOT BE FILED FOR THE PERIOD								
NEWS	SAT M	C	#	PUBLISHER'S STATEMENT WILL NOT BE FILED FOR THE PERIOD								
NEWS	SUN	C	#	PUBLISHER'S STATEMENT WILL NOT BE FILED FOR THE PERIOD								
POST	M (M-F)		#	582,802	7.73					582,802	644,738	504,720
POST	SAT M		#	479,991	6.37					479,991	536,694	380,153
TIMES	M (M-F)	C	#	778,360	10.33					778,360	1,209,225	1,149,683
TIMES	SAT M	C	#	616,892	8.19					616,892	951,419	900,972
TIMES	SUN	C	#	1,131,548	15.02					1,131,548	1,762,015	1,706,013
WALL STREET JOURNAL-EASTERN EDITION	M (M-F)										798,515	805,089
WALL STREET JOURNAL-NATIONAL EDITION	M (M-F)		#								1,919,355	1,935,866
WOMEN'S WEAR DAILY	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEW YORK CITY (NEW YORK CO.)			6,601,600 #						6,601,600			
EL DIARIO LA PRENSA	M (M-F)		#	53,971	0.82					53,971	54,489	56,585
EL DIARIO LA PRENSA	SUN		#	36,314	0.55					36,314	36,786	36,985
NEW YORK CITY (RICHMOND CO., NY-ESSEX CO.-HUDSON CO., NJ)			2,138,800 #						2,138,800			
UNYT:NEW YORK ADI	M (M-F) & E (M-SAT)		#								615,683	599,777
UNYT:NEW YORK ADI	SAT		#								430,631	418,106
UNYT:NEW YORK ADI	SUN		#								801,338	776,561
NEWBURGH-BEACON (ORANGE CO.) - BEACON (DUTCHESS CO.)			21,300			77,700			99,000			
NEWS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NIAGARA FALLS (NIAGARA CO.)			56,700 #						56,700			
GAZETTE	M (M-SAT)	Z	#	24,025	42.37					24,025	25,746	26,405
GAZETTE	SUN	Z	#	25,954	45.77					25,954	27,855	29,174
NORWICH (CHENANGO CO.)			3,300			18,200			21,500			
SUN	E (M-F)	Z		1,901	57.61		3,558	19.55		5,459	5,656	6,142

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NEW YORK (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
OLEAN (CATTARAUGUS CO.)			9,000			40,400			49,400			
TIMES-HERALD	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-HERALD	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ONEONTA (OTSEGO CO.)			5,000			31,000			36,000			
STAR	M (M-SAT)	Z		3,639	72.78		13,304	42.92		16,943	19,412 *	19,456 *
OSWEGO (OSWEGO CO.)			7,200			19,600			26,800			
PALLADIUM-TIMES	E (M-SAT)	Z		5,395	74.93		4,527	23.10		9,922	10,331	10,216
PLATTSBURGH (CLINTON CO.)			11,700			17,500			29,200			
PRESS REPUBLICAN	M (M-SAT)	Z		9,400	80.34		8,215	46.94		17,615	23,600 *	23,179 *
PRESS REPUBLICAN	SUN	Z		9,296	79.45		8,264	47.22		17,560	23,764 *	23,503 *
POUGHKEEPSIE (DUTCHESS CO.)			91,600 #			18,100			109,700			
JOURNAL	M (M-SAT)	Z	#	41,762	45.59		2,162	11.94		43,924	45,067	45,989
JOURNAL	SUN	Z	#	54,776	59.80		3,552	19.62		58,328	61,571	61,721
ROCHESTER (MONROE CO.)			239,400			175,400			414,800			
DEMOCRAT & CHRONICLE, TIMES-UNION	CMB DLY	Z		163,582	68.33		50,082	28.55		213,664	217,014	216,119
DEMOCRAT & CHRONICLE	M (M-F)	Z		94,579	39.51		35,983	20.51		130,562	133,672	129,352
TIMES-UNION	E (M-F)	Z		69,003	28.82		14,099	8.04		83,102	83,342	86,767
DEMOCRAT & CHRONICLE	SAT M	Z		145,084	60.60		55,829	31.83		200,913	204,566	203,776
DEMOCRAT & CHRONICLE	SUN	Z		169,692	70.88		82,253	46.89		251,945	259,990	259,431
ROME (ONEIDA CO.)			15,700			24,000			39,700			
SENTINEL	E (M-SAT)			11,729	74.71		5,771	24.05		17,500	18,234	18,335
SARATOGA SPRINGS (SARATOGA CO.)			9,400			45,500			54,900			
SARATOGIAN	M (M-SAT)	Z		5,634	59.94		5,705	12.54		11,339	11,729	12,068
SARATOGIAN	SUN	Z		6,310	67.13		6,570	14.44		12,880	13,739	14,727
SCHENECTADY (SCHENECTADY CO.)			55,000			49,000			104,000			
GAZETTE	M (M-SAT)	Z		30,293	55.08		16,994	34.68		47,287	61,402	68,863
GAZETTE	SUN	Z		28,394	51.63		16,852	34.39		45,246	61,616	68,863

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NEW YORK (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
STATEN ISLAND (RICHMOND CO.)			132,300						132,300			
ADVANCE	E (M-SAT)	Z		77,225	58.37					77,225	77,777	75,648
ADVANCE	SUN	Z		93,337	70.55					93,337	93,947	89,507
SYRACUSE (ONONDAGA CO.)			145,600			146,500			292,100			
POST-STANDARD, HERALD-JOURNAL	CMB DLY	Z,C		120,376	82.68		52,447	35.80		172,823	180,676	177,850
POST-STANDARD	M (M-SAT)	Z,C		53,398	36.67		28,355	19.35		81,753	88,874	85,189
HERALD-JOURNAL	E (M-SAT)	Z,C		66,978	46.00		24,092	16.45		91,070	91,802	92,661
HERALD-AMERICAN	SUN	Z,C		115,677	79.45		79,101	53.99		194,778	222,005	223,450
TONAWANDA (ERIE CO.)-NORTH TONAWANDA (NIAGARA CO.)			20,400			39,100			59,500			
NEWS	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TROY (RENSSELAER CO.)			41,800			57,100			98,900			
RECORD	E (M-SAT)	Z		26,664	63.79		10,790	18.90		37,454	39,007	41,815
RECORD	SUN	Z		27,824	66.56		12,196	21.36		40,020	41,438	45,522
UTICA (ONEIDA CO.)			121,900 #						121,900			
OBSERVER-DISPATCH	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
OBSERVER-DISPATCH	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
WATERTOWN (JEFFERSON CO.)			16,300			71,300			87,600			
TIMES	E (M-SAT)	Z		10,024	61.50		28,258	39.63		38,282	40,156 *	40,605 *
TIMES	SUN	Z		9,841	60.37		30,737	43.11		40,578	42,905 *	41,681 *
WESTCHESTER CO.-ROCKLAND CO.-PUTNAM CO.,NY-FAIRFIELD CO.,CT			444,600 #						444,600			
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	E (M-SAT)		#								170,472	167,641
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN		#								219,499	195,857

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NEW YORK (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
WESTCHESTER CO.-ROCKLAND CO.-PUTNAM CO.-DUTCHESS CO.-ULSTER CO., NY-FAIRFIELD CO., CT			554,300 #						554,300			
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	M (M-SAT) & E (M-SAT)		#								215,539	213,630
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN		#								281,070	255,678
NORTH CAROLINA												
ASHEBORO (RANDOLPH CO.)			32,700 #						32,700			
COURIER-TRIBUNE	E (M-F)	Z	#	14,985	45.83					14,985	17,533	17,852
COURIER-TRIBUNE	SUN	Z	#	15,943	48.76					15,943	18,675	18,885
ASHEVILLE (BUNCOMBE CO.)			38,500			173,500			212,000			
CITIZEN, TIMES	CMB DLY			20,176	52.41		39,630	22.84		59,806	60,824	59,205
CITIZEN	M (M-F)			15,529	40.34		36,127	20.82		51,656	52,617	49,946
TIMES	E (M-F)			4,647	12.07		3,503	2.02		8,150	8,207	9,259
CITIZEN & TIMES	SAT M			20,913	54.32		42,479	24.48		63,392	64,470	61,749
CITIZEN-TIMES	SUN			21,049	54.67		49,465	28.51		70,514	72,705	69,427
BURLINGTON (ALAMANCE CO.)			23,800			21,900			45,700			
TIMES-NEWS	E (M-F)	Z		15,796	66.37		14,051	64.16		29,847	30,032	30,458
TIMES-NEWS	SAT M	Z		15,584	65.48		14,020	64.02		29,604	29,791	30,295
TIMES-NEWS	SUN	Z		16,542	69.50		14,792	67.54		31,334	31,520	32,490
CHARLOTTE (MECKLENBURG CO.)			192,600			427,200			619,800			
OBSERVER	M (M-SAT)	C		123,623	64.19		88,065	20.61		211,688	238,555	232,018
OBSERVER	SUN	C		145,626	75.61		114,380	26.77		260,006	299,451	292,004
CLINTON (SAMPSON CO.)			19,100 #						19,100			
SAMPSON INDEPENDENT	E (M-F)	Z	#	7,758	40.62					7,758	7,960	7,869 (a)
SAMPSON INDEPENDENT	SUN	Z	#	8,362	43.78					8,362	8,563	8,457 (a)

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NORTH CAROLINA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
CONCORD (CABARRUS CO.)			17,700			37,300			55,000			
TRIBUNE	E (M-F)			9,522	53.80		3,273	8.77		12,795	12,935 *	12,813 *
TRIBUNE	SUN			10,125	57.20		3,723	9.98		13,848	14,001 *	13,995 *
DURHAM (DURHAM CO.)			55,300			161,300			216,600			
HERALD (1-1-91 TO 3-31-91)	M (M-SAT)			27,877	50.41		25,984	16.11		53,861	55,778 (b)	
HERALD, SUN (10-1-90 TO 12-31-90)	CMB DLY			30,967	56.00		28,264	17.52		59,231	61,312 (b)	
HERALD (10-1-90 TO 12-31-90)	M (M-SAT)			20,712	37.45		23,866	14.80		44,578	46,413 (b)	
SUN (10-1-90 TO 12-31-90)	E (M-SAT)			10,255	18.54		4,398	2.73		14,653	14,899 (b)	
HERALD	SUN			30,572	55.28		30,902	19.16		61,474	63,269	64,362
ELIZABETH CITY (PASQUOTANK CO.)			6,100			30,200			36,300			
ADVANCE	E (M-F)	Z		4,512	73.97		8,787	29.10		13,299	13,456 *	12,966 *
ADVANCE	SUN	Z		4,550	74.59		9,122	30.21		13,672	13,846 *	13,694 *
FAYETTEVILLE (CUMBERLAND CO.)			69,600			138,000			207,600			
OBSERVER-TIMES	M (M-SAT)	C		38,355	55.11		31,532	22.85		69,887	70,941 *(b)	
TIMES, OBSERVER	CMB DLY	C										71,498 *
TIMES	M (M-F)	C										30,482 *
OBSERVER	E (M-F)	C										41,016 *
OBSERVER-TIMES	SAT M	C										76,022 *
OBSERVER-TIMES	SUN	C		40,940	58.82		35,278	25.56		76,218	77,579 *	77,148 *
GASTONIA (GASTON CO.)			46,600			43,200			89,800			
GAZETTE	M (M-SAT)	Z		29,084	62.41		10,415	24.11		39,499	41,073	41,741
GAZETTE	SUN	Z		31,835	68.32		11,388	26.36		43,223	45,129	45,029
GOLDSBORO (WAYNE CO.)			14,200			34,900			49,100			
NEWS-ARGUS	E (M-F)	Z		7,669	54.01		14,594	41.82		22,263	22,462 *	22,398 *
NEWS-ARGUS	SUN	Z		8,211	57.82		16,594	47.55		24,805	25,045 *	24,910 *
GREENSBORO (GUILFORD CO.)			106,100 #			314,100			420,200			
NEWS & RECORD	M (M-SAT)	Z	#	74,822	70.52		42,400	13.50		117,222	120,055	116,613
NEWS & RECORD	SUN	Z	#	80,916	76.26		49,450	15.74		130,366	134,593	131,398

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NORTH CAROLINA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
GREENVILLE (PITT CO.)			15,400			37,200			52,600			
REFLECTOR	E (M-F)			9,043	58.72		8,892	23.90		17,935	18,884 *	18,244 *
REFLECTOR	SUN			10,096	65.56		9,953	26.76		20,049	21,148 *	20,766 *
HENDERSON (VANCE CO.)			8,000			17,600			25,600			
DISPATCH	E (M-SAT)			4,668	58.35		5,717	32.48		10,385	10,654	10,076
HENDERSONVILLE (HENDERSON CO.)			4,100			25,800			29,900			
TIMES-NEWS	M (M-SAT)	Z,C		2,789	68.02		14,739	57.13		17,528	20,310	20,062
TIMES-NEWS	SUN	Z,C		2,657	64.80		14,730	57.09		17,387	20,137	19,986
HICKORY (CATAWBA CO.)			23,900			79,900			103,800			
RECORD	E (M-SAT)	Z		9,564	40.02		15,661	19.60		25,225	25,468 *	25,931 *
HIGH POINT (GUILFORD CO.)			34,700			39,900			74,600			
ENTERPRISE	E (M-SAT)			23,528	67.80		7,608	19.07		31,136	31,366	30,810
ENTERPRISE	SUN			24,053	69.32		8,347	20.92		32,400	32,667	32,356
JACKSONVILLE (ONSLOW CO.)			17,100			22,000			39,100			
NEWS	E (M-SAT)			10,025	58.63		10,898	49.54		20,923	21,951 *	22,760 *
NEWS	SUN			10,678	62.44		11,496	52.25		22,174	23,312 *	23,754 *
KANNAPOLIS (CABARRUS CO.)			14,000			37,100			51,100			
INDEPENDENT	E (M-F)	Z		8,039	57.42		3,190	8.60		11,229	11,353	11,305
INDEPENDENT	SUN	Z		8,334	59.53		3,484	9.39		11,818	11,968	12,116
KINSTON (LENOIR CO.)			9,500			34,800			44,300			
FREE PRESS	E (M-F)	Z		6,331	66.64		6,907	19.85		13,238	13,665 *	14,361 *
FREE PRESS	SUN	Z		6,739	70.94		7,607	21.86		14,346	14,769 *	15,244 *
LENOIR (CALDWELL CO.)			7,200			15,900			23,100			
NEWS-TOPIC	E (M-SAT)	Z		4,494	62.42		8,589	54.02		13,083	13,243	13,093
LEXINGTON (DAVIDSON CO.)			6,800			17,900			24,700			
DISPATCH	E (M-SAT)			4,786	70.38		8,495	47.46		13,281	14,727 *	14,826 *
LUMBERTON (ROBESON CO.)			7,600			33,900			41,500			
ROBESONIAN	E (M-F)	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ROBESONIAN	SUN	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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NORTH CAROLINA (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
MONROE (UNION CO.)			7,700			22,000			29,700			
ENQUIRER-JOURNAL	E (M-F)	Z		4,854	63.04		8,132	36.96		12,986	13,886	13,505
ENQUIRER-JOURNAL	SUN	Z		5,328	69.19		8,476	38.53		13,804	14,741	14,516
MORGANTON (BURKE CO.)			6,300			23,600			29,900			
NEWS HERALD	E (M-F)	Z		3,324	52.76		8,192	34.71		11,516	11,659	11,897
NEWS HERALD	SUN	Z		3,100	49.21		8,133	34.46		11,233	11,376	11,445
NEW BERN (CRAVEN CO.)			37,400 #						37,400			
SUN JOURNAL	E (M-F)		#	16,125	43.11					16,125	16,375 *	16,134 *
SUN JOURNAL	SUN		#	16,006	42.80					16,006	16,265 *	15,853 *
RALEIGH (WAKE CO.)			76,800			269,600			346,400			
NEWS & OBSERVER	M (M-SAT)	Z,C		51,000	66.41		63,636	23.60		114,636	148,931 *	155,684 *
NEWS & OBSERVER	SUN	Z,C		56,982	74.20		81,148	30.10		138,130	181,703 *	188,913 *
ROANOKE RAPIDS (HALIFAX CO.)			6,400			14,500			20,900			
HERALD	E (M-F)			4,232	66.13		6,913	47.68		11,145	12,674	12,339
HERALD	SUN			4,804	75.06		6,978	48.12		11,782	13,300	13,036
ROCKINGHAM (RICHMOND CO.)			6,500			11,500			18,000			
RICHMOND COUNTY JOURNAL	E (M-F)			2,459	37.83		5,923	51.50		8,382	8,685 *	9,410
RICHMOND COUNTY JOURNAL	SUN			2,171	33.40		5,465	47.52		7,636	7,939 *	8,391
ROCKY MOUNT (EDGECOMBE CO.)			19,800 #			34,100			53,900			
TELEGRAM	E (M-SAT)	Z	#	10,158	51.30		7,767	22.78		17,925	18,046 * (b)	
TELEGRAM	E (M,TU, TH & F)	Z										16,265 *
TELEGRAM	E (WED)	Z										17,994 *
TELEGRAM	SAT M	Z										15,972 *
TELEGRAM	SUN	Z	#	10,715	54.12		8,209	24.07		18,924	19,045 *	17,286 *
SALISBURY-SPENCER-EAST SPENCER (ROWAN CO.)			13,500			109,400			122,900			
POST	E (M-SAT)			9,774	72.40		15,604	14.26		25,378	25,719 *	25,441 *
POST	SUN			9,527	70.57		15,856	14.49		25,383	25,775 *	25,621 *
SANFORD (LEE CO.)			7,900			40,400			48,300			
HERALD	E (M-SAT)	Z		4,225	53.48		9,294	23.00		13,519	13,716	13,725

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NORTH CAROLINA (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
SHELBY (CLEVELAND CO.)			12,400			30,800			43,200			
STAR	E (M-SAT)			8,764	70.68		9,762	31.69		18,526	18,862 *	18,572 *
STATESVILLE (IREDELL CO.)			26,600 #						26,600			
RECORD & LANDMARK	E (M-F)	Z	#	15,050	56.58					15,050	17,195	17,058
RECORD & LANDMARK	SUN	Z	#	15,273	57.42					15,273	17,478	17,189
THOMASVILLE (DAVIDSON CO.)			10,300			26,100			36,400			
TIMES	M (M-SAT)			5,886	57.15		2,062	7.90		7,948	8,293	8,806
WASHINGTON (BEAUFORT CO.)			4,500			29,000			33,500			
NEWS	E (M-SAT)	Z		2,688	59.73		7,370	25.41		10,058	10,814 (b)	
NEWS	E (M-F)											10,677
NEWS	SUN	Z		2,466	54.80		7,310	25.21		9,776	10,531 (b)	
WILMINGTON (NEW HANOVER CO.)			47,300			69,700			117,000			
STAR	M (M-SAT)	Z		30,831	65.18		19,995	28.69		50,826	51,605	49,093
STAR-NEWS	SUN	Z		34,637	73.23		23,514	33.74		58,151	59,598	57,831
WILSON (WILSON CO.)			14,200			25,000			39,200			
TIMES	E (M-SAT)			9,214	64.89		8,638	34.55		17,852	18,209 *	17,632 *
WINSTON-SALEM (FORSYTH CO.)			109,400 #			176,500			285,900			
JOURNAL	M (M-SAT)	Z	#	61,154	55.90		33,153	18.78		94,307	96,250	95,110
JOURNAL	SUN	Z	#	63,004	57.59		39,658	22.47		102,662	105,021	106,635
NORTH DAKOTA												
BISMARCK (BURLEIGH CO.)			24,400			40,400			64,800			
TRIBUNE	M (M-SAT)	Z		18,377	75.32		10,518	26.03		28,895	31,317	30,825
TRIBUNE	SUN	Z		18,963	77.72		10,777	26.68		29,740	32,266	31,185
DICKINSON (STARK CO.)			5,500			9,400			14,900			
PRESS	M (TU-SAT)	Z		4,280	77.82		2,774	29.51		7,054	7,489	7,260
PRESS	SUN	Z		4,599	83.62		2,787	29.65		7,386	7,825	7,822

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NORTH DAKOTA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
FARGO (CASS CO.), ND-MOORHEAD (CLAY CO.), MN			44,600			46,100			90,700			
FORUM	M (M-SAT)	Z		25,933	58.15		19,508	42.32		45,441	55,309	55,020
FORUM	SUN	Z		34,148	76.57		22,980	49.85		57,128	68,911	67,968
GRAND FORKS (GRAND FORKS CO.), ND-EAST GRAND FORKS (POLK CO.), MN			21,700			57,000			78,700			
HERALD	M (M-SAT)	Z		15,835	72.97		21,668	38.01		37,503	40,058	38,617
HERALD	SUN	Z		16,848	77.64		21,770	38.19		38,618	41,140	40,205
MINOT (WARD CO.)			12,600 #			28,900			41,500			
NEWS	E (M-SAT)	Z	#	10,103	80.18		12,165	42.09		22,268	25,539	26,495
NEWS	SUN	Z	#	10,099	80.15		12,056	41.72		22,155	25,226	25,937
OHIO												
AKRON (SUMMIT CO.)			196,600			138,200			334,800			
BEACON JOURNAL	M (M-SAT)	Z,C		117,558	59.80		27,368	19.80		144,926	158,725	153,683
BEACON JOURNAL	SUN	Z,C		155,865	79.28		45,255	32.75		201,120	225,671	223,082
ALLIANCE (STARK CO.)			12,900			18,200			31,100			
REVIEW	E (M-SAT)	Z		8,007	62.07		3,342	18.36		11,349	11,914	12,334
ASHLAND (ASHLAND CO.)			9,200			9,900			19,100			
TIMES-GAZETTE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ASHTABULA (ASHTABULA CO.)			12,900			18,900			31,800			
STAR-BEACON	E (M-SAT)	Z		8,909	69.06		9,310	49.26		18,219	19,599 *	18,890 *
SUNDAY PAPER	SUN	Z		8,090	62.71		9,516	50.35		17,606	30,023 *	29,768 *
ATHENS (ATHENS CO.)			8,600			14,800			23,400			
MESSENGER	E (M-F)	Z		4,106	47.74		6,801	45.95		10,907	13,472	12,893
MESSENGER	SUN	Z		5,034	58.53		8,080	54.59		13,114	16,361	15,932
BELLEFONTAINE (LOGAN CO.)			5,000			11,200			16,200			
EXAMINER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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OHIO (cont.)	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
BELMONT CO. (MARTINS FERRY P.O.)			33,500 #						33,500			
TIMES LEADER	E (M-F)	Z	#	19,432	58.01					19,432	21,576	21,203
TIMES LEADER	SUN	Z	#	20,794	62.07					20,794	23,328	22,863
BOWLING GREEN (WOOD CO.)			7,300			29,000			36,300			
SENTINEL-TRIBUNE	E (M-SAT)	Z		4,167	57.08		9,012	31.08		13,179	13,967	14,379
BRYAN (WILLIAMS CO.)			3,600			11,900			15,500			
TIMES	E (M-SAT)	Z		3,075	85.42		7,290	61.26		10,365	10,948	11,011
BUCYRUS (CRAWFORD CO.)			5,500			15,600			21,100			
TELEGRAPH-FORUM	E (M-SAT)	Z		4,258	77.42		2,886	18.50		7,144	7,555	7,548
CAMBRIDGE (GUERNSEY CO.)			8,900			25,100			34,000			
JEFFERSONIAN	E (M-SAT)	Z		6,198	69.64		6,627	26.40		12,825	13,365	13,374
CANTON (STARK CO.)			76,000			102,600			178,600			
REPOSITORY	E (M-SAT)			39,794	52.36		20,076	19.57		59,870	60,491 *	57,447 *
REPOSITORY	SUN			47,730	62.80		30,133	29.37		77,863	78,716 *	75,669 *
CHARDON (GEAUGA CO.)			2,000			24,500			26,500			
TIMES LEADER	M (M-SAT)	Z		1,271	63.55		6,946	28.35		8,217	8,447 *	8,425 *
CHILLICOTHE (ROSS CO.)			12,200			24,300			36,500			
GAZETTE	E (M-SAT)			7,832	64.20		7,506	30.89		15,338	15,782	15,394
CINCINNATI (HAMILTON CO.)			416,100			315,400			731,500			
ENQUIRER	M (M-SAT)	C		142,571	34.26		54,500	17.28		197,071	203,033	198,828
ENQUIRER	SUN	C		238,216	57.25		102,642	32.54		340,858	351,163	344,313
POST	E (M-SAT)	C		76,039	18.27		28,174	8.93		104,213	105,469	106,440
CLEVELAND (CUYAHOGA CO.)			573,800			304,500			878,300			
PLAIN DEALER	M (M-F)	Z,C		325,865	56.79		68,563	22.52		394,428	432,449	438,066
PLAIN DEALER	SAT M	Z,C		310,673	54.14		67,341	22.12		378,014	411,425	414,945
PLAIN DEALER	SUN	Z,C		423,844	73.87		100,738	33.08		524,582	561,421	561,150
COLUMBUS (FRANKLIN CO.)			381,680			205,200			586,880			
DISPATCH	M (M-SAT)	Z,C		202,087	52.95		45,166	22.01		247,253	264,058	252,363
DISPATCH	SUN	Z,C		272,685	71.44		84,340	41.10		357,025	399,108	386,936

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OHIO (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
CONNEAUT (ASHTABULA CO.)			5,200			700			5,900			
NEWS-HERALD	E (M-SAT)	Z		3,622	69.65		210	30.00		3,832	4,201 *	4,037 *
COSHOCTON (COSHOCTON CO.)			6,500			16,100			22,600			
TRIBUNE	E (M-SAT)			4,150	63.85		3,640	22.61		7,790	8,075	7,785
TRIBUNE	SUN			4,267	65.65		3,764	23.38		8,031	8,317	8,065
DAYTON (MONTGOMERY CO.)			177,400			193,500			370,900			
NEWS	M (M-SAT)	Z,C		107,196	60.43		69,600	35.97		176,796	184,464	181,172
NEWS	SUN	Z,C		124,417	70.13		94,596	48.89		219,013	233,039	232,059
DEFIANCE (DEFIANCE CO.)			6,800			27,400			34,200			
CRESCENT-NEWS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EAST LIVERPOOL (COLUMBIANA CO.)			15,200			24,000			39,200			
REVIEW	E (M-SAT)	Z		9,639	63.41		2,835	11.81		12,474	12,662 *	12,582 *
ELYRIA (LORAIN CO.)			48,900 #						48,900			
CHRONICLE-TELEGRAM	E (M-SAT)	Z	#	28,688	58.67					28,688	38,223	36,208
CHRONICLE-TELEGRAM	SUN	Z	#	30,642	62.66					30,642	40,431	37,918
FINDLAY (HANCOCK CO.)			15,000			31,000			46,000			
COURIER	M (M-SAT)	Z		11,644	77.63		11,285	36.40		22,929	25,224	25,021
FREMONT (SANDUSKY CO.)			23,600 #						23,600			
NEWS-MESSENGER	E (M-SAT)	Z	#	12,756	54.05					12,756	13,472	13,596
GREENVILLE (DARKE CO.)			5,500			16,800			22,300			
ADVOCATE	E (M-SAT)			3,204	58.25		5,211	31.02		8,415	8,722	8,414
HAMILTON (BUTLER CO.)			48,100			16,900			65,000			
JOURNAL NEWS	E (M-SAT)	Z		21,492	44.68		4,611	27.28		26,103	26,529	27,472
JOURNAL NEWS	SUN	Z		23,531	48.92		5,097	30.16		28,628	29,036	29,064
IRONTON (LAWRENCE CO.)			6,600			24,600			31,200			
TRIBUNE	E (TU-F)	Z		4,303	65.20		3,448	14.02		7,751	7,971	7,977
TRIBUNE	SUN	Z		4,613	69.89		3,634	14.77		8,247	8,505	8,541

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
KENT-RAVENNA (PORTAGE CO.)			21,000			30,100			51,100			
RECORD-COURIER	E (M-F)	Z		9,779	46.57		10,467	34.77		20,246	21,270	21,829
RECORD-COURIER	SUN	Z		10,151	48.34		10,960	36.41		21,111	22,217	22,479
LAKE CO. (WILLOUGHBY P.O.)			79,600 #						79,600			
NEWS-HERALD	E (M-SAT)	Z	#	45,690	57.40					45,690	55,091	56,112
NEWS-HERALD	SUN	Z	#	53,465	67.17					53,465	64,849	64,422
LANCASTER (FAIRFIELD CO.)			13,900			26,700			40,600			
EAGLE-GAZETTE	E (M-SAT)	Z		9,197	66.17		7,537	28.23		16,734	17,351	17,480
EAGLE-GAZETTE	SUN	Z		9,114	65.57		7,549	28.27		16,663	17,304	17,106
LIMA (ALLEN CO.)			31,200			83,800			115,000			
NEWS	E (M-F)	Z		22,082	70.78		15,745	18.79		37,827	38,318 (b)	
NEWS	SAT M	Z		24,579	78.78		20,050	23.93		44,629	45,137 (b)	
NEWS	E (M-SAT)	Z										38,415
NEWS	SUN	Z		23,485	75.27		26,232	31.30		49,717	50,777	49,582
LORAIN (LORAIN CO.)			52,900 #						52,900			
JOURNAL	M (M-SAT)	Z	#	30,736	58.10					30,736	39,765 (b)	
JOURNAL	E (M-SAT)	Z	#									40,955
JOURNAL	SUN	Z	#	32,352	61.16					32,352	44,589	45,159
MANSFIELD (RICHLAND CO.)			33,500			39,800			73,300			
NEWS JOURNAL	E (M-SAT)	Z		22,129	66.06		14,825	37.25		36,954	39,598	39,584
NEWS JOURNAL	SUN	Z		23,411	69.88		23,141	58.14		46,552	54,397	54,086
MARIETTA (WASHINGTON CO.)			7,700			20,600			28,300			
TIMES	E (M-SAT)	Z		5,241	68.06		7,413	35.99		12,654	13,309	13,437
MARION (MARION CO.)			16,400			16,800			33,200			
STAR	E (M-SAT)	Z		11,485	70.03		6,945	41.34		18,430	18,978	18,584
STAR	SUN	Z		11,286	68.82		7,052	41.98		18,338	18,914	18,859
MASSILLON (STARK CO.)			12,800			34,600			47,400			
INDEPENDENT	E (M-SAT)			7,281	56.88		7,066	20.42		14,347	14,721 *	13,914 *
MEDINA (MEDINA CO.)			18,300			15,300			33,600			
MEDINA COUNTY GAZETTE	M (M-SAT)	Z		10,280	56.17		4,284	28.00		14,564	16,158	15,863

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

OHIO (cont.)	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MIDDLETOWN (BUTLER CO.)			35,600			18,500			54,100			
JOURNAL	E (M-SAT)	Z		18,630	52.33		2,390	12.92		21,020	21,509	22,015
JOURNAL	SUN	Z		20,382	57.25		2,660	14.38		23,042	23,539	23,957
MOUNT VERNON (KNOX CO.)			6,600			14,000			20,600			
NEWS	E (M-SAT)	Z		4,804	72.79		4,934	35.24		9,738	10,300	10,779
NEWARK (LICKING CO.)			21,200 #			26,900			48,100			
ADVOCATE	E (M-SAT)	Z	#	14,569	68.72		7,416	27.57		21,985	22,409	21,830
ADVOCATE	SUN	Z	#	14,681	69.25		7,730	28.74		22,411	22,862	22,300
NEW PHILADELPHIA-DOVER (TUSCARAWAS CO.)			16,200			21,000			37,200			
TIMES-REPORTER	E (M-SAT)	Z		10,640	65.68		12,452	59.30		23,092	26,106	27,487 *
TIMES-REPORTER	SUN	Z		11,576	71.46		13,668	65.09		25,244	29,317	29,467 *
NORWALK (HURON CO.)			6,000			17,700			23,700			
REFLECTOR	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PIQUA (MIAMI CO.)			8,900			23,600			32,500			
CALL	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PORT CLINTON (OTTAWA CO.)			11,600 #						11,600			
NEWS HERALD	E (M-SAT)	Z	#	5,406	46.60					5,406	5,982	5,800
PORTSMOUTH (SCIOTO CO.)			15,800			43,000			58,800			
TIMES	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SALEM (COLUMBIANA CO.)			7,000			22,500			29,500			
NEWS	E (M-SAT)			5,185	74.07		3,638	16.17		8,823	9,042	9,096
SANDUSKY (ERIE CO.)			20,100			30,500			50,600			
REGISTER	E (M-SAT)	Z		14,066	69.98		8,842	28.99		22,908	23,623	24,144
REGISTER	SUN	Z		14,299	71.14		10,826	35.50		25,125	26,547	27,012
SIDNEY (SHELBY CO.)			7,300			8,100			15,400			
NEWS	E (M-SAT)	Z		5,757	78.86		5,611	69.27		11,368	13,670 *	13,615 *

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			CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
OHIO (cont.)		SPECIAL SERVICES	OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
SPRINGFIELD (CLARK CO.)			37,000			43,500			80,500			
NEWS-SUN	M (M-SAT)			23,401	63.25		12,571	28.90		35,972	36,645	36,701
NEWS-SUN	SUN			26,272	71.01		17,741	40.78		44,013	45,222	45,223
STEUBENVILLE (JEFFERSON CO.)			12,800			32,000			44,800			
HERALD-STAR	E (M-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD-STAR	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIFFIN (SENECA CO.)			9,300			7,700			17,000			
ADVERTISER-TRIBUNE	E (M-SAT)	Z		6,874	73.91		3,529	45.83		10,403	11,009 (b)	
ADVERTISER-TRIBUNE	E (M-F)	Z										11,094
ADVERTISER-TRIBUNE	SUN	Z		6,889	74.08		3,593	46.66		10,482	11,178	11,151
TOLEDO (LUCAS CO.)			194,700			271,700			466,400			
BLADE	E (M-SAT)	Z,C		119,615	61.44		31,833	11.72		151,448	153,062	154,365
BLADE	SUN	Z,C		147,314	75.66		65,741	24.20		213,055	215,490	218,219
TROY (MIAMI CO.)			8,400			27,400			35,800			
NEWS	E (M-SAT)	Z		5,141	61.20		5,939	21.68		11,080	11,262	11,557
MIAMI VALLEY NEWS	SUN	Z		5,314	63.26		7,593	27.71		12,907	13,088	13,356
WARREN (TRUMBULL CO.)			24,200			55,400			79,600			
TRIBUNE CHRONICLE	E (M-SAT)	Z		17,557	72.55		22,560	40.72		40,117	41,152 *	40,493 *
TRIBUNE	SUN	Z		19,274	79.64		25,589	46.19		44,863	46,319 *	45,556 *
WOOSTER (WAYNE CO.)			9,600			40,700			50,300			
RECORD	E (M-SAT)	Z		10,102	105.23		13,647	33.53		23,749	25,275	25,007
XENIA (GREENE CO.)			11,000			23,200			34,200			
GAZETTE	E (M-SAT)			6,337	57.61		3,704	15.97		10,041	10,357	10,416
YOUNGSTOWN (MAHONING CO.)			82,500			96,300			178,800			
VINDICATOR	E (M-SAT)	C		46,699	56.60		36,737	38.15		83,436	88,325 *	89,541 *
VINDICATOR	SUN	C		52,919	64.14		53,136	55.18		106,055	131,954 *	135,607 *
ZANESVILLE (MUSKINGUM CO.)			15,300			28,600			43,900			
TIMES RECORDER	M (M-SAT)	Z		12,656	82.72		9,971	34.86		22,627	23,873	23,147
TIMES RECORDER	SUN	Z		12,571	82.16		10,132	35.43		22,703	24,214	23,403

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
OKLAHOMA												
ADA (PONTOTOC CO.)			6,900			13,700			20,600			
NEWS	E (M-F)			4,904	71.07		4,314	31.49		9,218	9,290 *	9,153
NEWS	SUN			5,076	73.57		4,577	33.41		9,653	9,740 *	9,367
BARTLESVILLE (WASHINGTON CO.)			14,900			11,000			25,900			
EXAMINER-ENTERPRISE	E (M-F)	Z		10,625	71.31		2,587	23.52		13,212	13,357 *	12,494 *
EXAMINER-ENTERPRISE	SAT M	Z		10,001	67.12		2,517	22.88		12,518	12,663 *	12,017 *
EXAMINER-ENTERPRISE	SUN	Z		12,256	82.26		3,064	27.85		15,320	15,498 *	14,818 *
CLAREMORE (ROGERS CO.)			5,000			7,900			12,900			
PROGRESS	E (TU-F)			2,871	57.42		3,473	43.96		6,344	6,492	6,486
PROGRESS	SUN			3,378	67.56		3,825	48.42		7,203	7,351	7,352
ENID (GARFIELD CO.)			20,400			19,900			40,300			
NEWS AND EAGLE	M (M-SAT)	Z		13,067	64.05		7,335	36.86		20,402	22,162	22,207
NEWS AND EAGLE	SUN	Z		14,671	71.92		8,321	41.81		22,992	24,893	24,902
LAWTON (COMANCHE CO.)			31,200			36,300			67,500			
CONSTITUTION	CMB DLY	Z		17,142	54.94		6,816	18.78		23,958	24,982 *	24,764 *
CONSTITUTION	M (M-F)	Z		9,380	30.06		6,708	18.48		16,088	17,066 *	14,645 *
CONSTITUTION	E (M-F)	Z		7,762	24.88		108	0.30		7,870	7,916 *	10,119 *
CONSTITUTION	SAT M	Z		16,223	52.00		6,803	18.74		23,026	24,056 *	23,671 *
CONSTITUTION	SUN	Z		20,137	64.54		8,368	23.05		28,505	29,756 *	28,990 *
McALESTER (PITTSBURG CO.)			8,300			18,600			26,900			
NEWS-CAPITAL & DEMOCRAT	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS-CAPITAL & DEMOCRAT	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MUSKOGEE (MUSKOGEE CO.)			53,100 #						53,100			
PHOENIX & TIMES-DEMOCRAT	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PHOENIX & TIMES-DEMOCRAT	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NORMAN (CLEVELAND CO.)			30,700			10,100			40,800			
TRANSCRIPT	E (M-F)			12,936	42.14		1,723	17.06		14,659	15,026	14,733
TRANSCRIPT	SAT M			12,638	41.17		1,720	17.03		14,358	14,721	14,421
TRANSCRIPT	SUN			13,398	43.64		1,939	19.20		15,337	15,784	15,724

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OKLAHOMA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
OKLAHOMA CITY (OKLAHOMA CO.)			291,800 #			30,700			322,500			
JOURNAL RECORD	M (TU-SAT)		#	3,253	1.11		90	0.29		3,343	4,104	4,265
OKLAHOMA CITY (OKLAHOMA CO.)			291,800 #			521,200			813,000			
OKLAHOMAN	M (M-F)		#	146,345	50.15		78,146	14.99		224,491	231,653	225,861
OKLAHOMAN AND TIMES	SAT M		#	133,495	45.75		73,557	14.11		207,052	214,055	209,418
OKLAHOMAN	SUN		#	203,770	69.83		122,385	23.48		326,155	335,319	322,717
PONCA CITY (KAY CO.)			11,300			11,600			22,900			
NEWS	E (M-F)			7,962	70.46		3,944	34.00		11,906	12,343	12,557
NEWS	SUN			8,909	78.84		4,398	37.91		13,307	13,787	13,773
STILLWATER (PAYNE CO.)			12,600			20,700			33,300			
NEWS-PRESS	E (M-F)			5,975	47.42		3,934	19.00		9,909	10,134 *	10,385 *
NEWS-PRESS	SUN			6,292	49.94		4,295	20.75		10,587	10,870 *	11,321 *
TULSA (TULSA CO.)			216,000			184,300			400,300			
WORLD, TRIBUNE	CMB DLY			142,979	66.19		41,121	22.31		184,100	202,946 *	195,843 *
WORLD	M (M-SAT)			86,720	40.15		30,595	16.60		117,315	133,902 *	128,139 *
TRIBUNE	E (M-SAT)			56,259	26.05		10,526	5.71		66,785	69,044 *	67,704 *
WORLD	SUN			160,405	74.26		58,299	31.63		218,704	241,478 *	244,042 *
OREGON												
ALBANY (LINN CO.)			34,400 #						34,400			
DEMOCRAT-HERALD	E (M-SAT)	Z	#	21,063	61.23					21,063	21,416 *	21,529 *
ASHLAND (JACKSON CO.)			6,700			2,500			9,200			
TIDINGS	E (M-SAT)			4,618	68.93		491	19.64		5,109	5,457	5,612
ASTORIA (CLATSOP CO.)			4,100			13,900			18,000			
ASTORIAN	E (M-F)	Z		3,292	80.29		5,917	42.57		9,209	9,628	9,876
BAKER CITY (BAKER CO.)			3,800			2,400			6,200			
HERALD	E (M-F)			2,376	62.53		604	25.17		2,980	3,075	3,097

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OREGON (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
BEND (DESCHUTES CO.)			12,900			23,800			36,700			
BULLETIN	E (M-F)	Z		9,635	74.69		12,789	53.74		22,424	23,150 *	22,409 *
BULLETIN	SUN	Z		10,154	78.71		13,524	56.82		23,678	24,420 *	23,259 *
COOS BAY-NORTH BEND (COOS CO.)			10,700			24,300			35,000			
WORLD	E (M-SAT)			8,344	77.98		6,308	25.96		14,652	15,008 *	14,588 *
CORVALLIS (BENTON CO.)			15,300			7,200			22,500			
GAZETTE-TIMES	M (M-SAT)	Z		8,656	56.58		3,424	47.56		12,080	13,393 *	13,326 *
GAZETTE-TIMES	SUN	Z		9,425	61.60		3,652	50.72		13,077	14,752 *	14,737 *
EUGENE (LANE CO.)			78,600			35,600			114,200			
REGISTER-GUARD	M (M-SAT)			49,549	63.04		20,916	58.75		70,465	74,786	73,468
REGISTER-GUARD	SUN			50,885	64.74		22,488	63.17		73,373	79,288	77,187
GRANTS PASS (JOSEPHINE CO.)			8,100			27,000			35,100			
COURIER	E (M-SAT)	Z		4,976	61.43		12,294	45.53		17,270	17,681 *	17,547 *
LA GRANDE (UNION CO.)			4,700			6,800			11,500			
OBSERVER	E (M-SAT)			4,442	94.51		2,793	41.07		7,235	7,460	7,556
MEDFORD (JACKSON CO.)			24,900 #			31,700			56,600			
MAIL TRIBUNE	E (M-TH & SAT)	Z	#	16,449	66.06		10,523	33.20		26,972	27,798 *	28,102 *
MAIL TRIBUNE	FRI E	Z	#	21,478	86.26		13,512	42.62		34,990	35,983 *	36,554 *
MAIL TRIBUNE	SUN	Z	#	17,923	71.98		12,608	39.77		30,531	32,308 *	32,094 *
PENDLETON (UMATILLA CO.)			5,600			18,700			24,300			
EAST OREGONIAN	E (M-SAT)	Z		4,892	87.36		7,465	39.92		12,357	13,099	13,415
PORTLAND (MULTNOMAH CO.)			454,000 #						454,000			
OREGONIAN	ALL DAY (M-F)	Z,C	#	245,376	54.05					245,376	337,672	332,250
OREGONIAN	SAT M	Z,C	#	237,918	52.40					237,918	329,879	324,219
OREGONIAN	SUN	Z,C	#	299,743	66.02					299,743	440,923	428,095
ROSEBURG (DOUGLAS CO.)			36,100 #						36,100			
NEWS-REVIEW	E (M-F)	Z	#	20,420	56.57					20,420	20,669 *	20,625 *
NEWS-REVIEW	SUN	Z	#	20,793	57.60					20,793	21,040 *	20,851 *

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	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
OREGON (cont.)			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
SALEM (MARION CO.)			60,000 #			45,500			105,500			
STATESMAN-JOURNAL	M (M-SAT)	Z	#	34,162	56.94		19,607	43.09		53,769	60,172	59,298
STATESMAN-JOURNAL	SUN	Z	#	39,284	65.47		22,388	49.20		61,672	69,015	66,395
PENNSYLVANIA												
ALLENTOWN (LEHIGH CO.)			79,500			134,700			214,200			
CALL	M (M-SAT)	Z,C		54,627	68.71		65,643	48.73		120,270	137,688	137,634
CALL	SUN	Z,C		63,336	79.67		87,326	64.83		150,662	185,060	183,325
ALTOONA (BLAIR CO.)			20,800			30,000			50,800			
MIRROR	E (M-SAT)	Z		13,560	65.19		16,464	54.88		30,024	35,306	35,495
MIRROR	SUN	Z		13,451	64.67		17,337	57.79		30,788	39,505	38,393
BEAVER (BEAVER CO.)			71,600 #						71,600			
BEAVER COUNTY TIMES	E (M-F)	Z	#	42,937	59.97					42,937	45,691	45,251
BEAVER COUNTY TIMES	SUN	Z	#	47,755	66.70					47,755	51,210	50,980
BETHLEHEM (NORTHAMPTON CO.)			44,000			39,900			83,900			
GLOBE-TIMES	E (M-SAT)	Z		15,672	35.62		1,047	2.62		16,719	19,899	20,228
BRADFORD (McKEAN CO.)			7,600			38,500			46,100			
ERA	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BUTLER (BUTLER CO.)			21,100			42,000			63,100			
EAGLE	E (M-SAT)	Z		16,058	76.10		14,211	33.64		30,269	31,125	30,648
CARLISLE (CUMBERLAND CO.)			12,300			12,300			24,600			
SENTINEL	E (M-SAT)	Z		10,362	84.24		4,949	40.24		15,311	17,789	17,250
CHAMBERSBURG (FRANKLIN CO.)			7,200			32,700			39,900			
PUBLIC OPINION	E (M-SAT)	Z		6,082	84.47		14,421	44.10		20,503	21,875	21,035
CLEARFIELD (CLEARFIELD CO.)			25,800 #						25,800			
PROGRESS	E (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
COATESVILLE (CHESTER CO.)			32,400 #						32,400			
RECORD	E (M-SAT)		#	5,214	16.09					5,214	5,555	5,755

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PENNSYLVANIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
CONNELLSVILLE-SOUTH												
CONNELLSVILLE (FAYETTE CO.)			4,600			22,400			27,000			
COURIER	E (M-SAT)	Z		3,777	82.11		8,180	36.52		11,957	12,251	12,272
DELAWARE CO.												
(PRIMOS/UPPER DARBY)			118,000 #						118,000			
DELAWARE COUNTY TIMES	M (M-F)	Z	#	48,491	41.09					48,491	61,403	62,071
DELAWARE COUNTY TIMES	SUN	Z	#	42,327	35.87					42,327	51,276	51,595
DOYLESTOWN (BUCKS CO.)			129,900 #						129,900			
INTELLIGENCER/RECORD	M (M-F)	Z,C	#	38,791	29.86					38,791	41,565	41,117
INTELLIGENCER/RECORD	SUN	Z,C	#	42,405	32.64					42,405	45,685	44,937
DU BOIS (CLEARFIELD CO.)			4,400			19,500			23,900			
COURIER-EXPRESS	E (M-SAT)	Z		3,700	84.09		6,631	34.01		10,331	10,795	10,703
EASTON (NORTHAMPTON CO.),PA-												
PHILLIPSBURG (WARREN CO.), NJ			34,700			87,100			121,800			
EXPRESS	M (M-SAT)	Z		20,819	60.00		19,570	22.47		40,389	42,113	42,760
EXPRESS	SUN	Z		21,444	61.80		20,473	23.51		41,917	44,203	45,008
ERIE (ERIE CO.)			74,700			40,400			115,100			
NEWS, TIMES	CMB DLY	Z		56,392	75.49		13,288	32.89		69,680	71,208	71,624
NEWS	M (M-F)	Z		24,315	32.55		5,893	14.59		30,208	30,881	30,782
TIMES	E (M-F)	Z		32,077	42.94		7,395	18.30		39,472	40,321	40,842
TIMES-NEWS	SAT M	Z		47,863	64.07		12,567	31.11		60,430	61,889	62,405
TIMES-NEWS	SUN	Z		60,571	81.09		23,027	57.00		83,598	102,424	103,247
GETTYSBURG (ADAMS CO.)			5,100			26,000			31,100			
TIMES	M (M-SAT)	Z		3,611	70.80		5,140	19.77		8,751	9,420	9,053
GREENSBURG (WESTMORELAND CO.)			104,100 #						104,100			
TRIBUNE-REVIEW	M (M-SAT)	Z,C	#	46,482	44.65					46,482	52,648	51,820
TRIBUNE-REVIEW	SUN	Z,C	#	60,822	58.43					60,822	84,474	82,135
GREENVILLE (MERCER CO.)			2,800			11,200			14,000			
RECORD-ARGUS	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORD-ARGUS	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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PENNSYLVANIA (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
HANOVER (YORK CO.)			11,800			32,800			44,600			
SUN	E (M-SAT)	Z		8,278	70.15		10,922	33.30		19,200	20,387	20,366
SUN	SUN	Z		8,269	70.08		10,666	32.52		18,935	20,085	19,520
HARRISBURG (DAUPHIN CO.)			133,300			67,800			201,100			
PATRIOT, NEWS	CMB DLY	Z,C		78,954	59.23		17,806	26.26		96,760	108,606	107,425
PATRIOT	M (M-F)	Z,C		39,125	29.35		10,075	14.86		49,200	59,880	57,094
NEWS	E (M-F)	Z,C		39,829	29.88		7,731	11.40		47,560	48,726	50,331
PATRIOT-NEWS	SAT M	Z,C		68,947	51.72		17,151	25.30		86,098	97,801	96,452
PATRIOT-NEWS	SUN	Z,C		95,594	71.71		35,834	52.85		131,428	175,321	172,429
HAZLETON (LUZERNE CO.)			17,800			14,200			32,000			
STANDARD-SPEAKER	ALL DAY (M-SAT)	Z		14,569	81.85		7,554	53.20		22,123	24,028 *	23,991 *
INDIANA (INDIANA CO.)			9,300			23,500			32,800			
GAZETTE	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
IRWIN (WESTMORELAND CO.)			45,400 #						45,000			
STANDARD OBSERVER	E (M-SAT)		#	9,703	21.37					9,703	9,844	10,146
JOHNSTOWN (CAMBRIA CO.)			34,800			89,700			124,500			
TRIBUNE-DEMOCRAT	M (M-SAT)	Z		26,021	74.77		21,901	24.42		47,922	49,655	49,764
TRIBUNE-DEMOCRAT	SUN	Z		26,812	77.05		24,865	27.72		51,677	53,447	53,426
KITTANNING (ARMSTRONG CO.)			7,000			17,300			24,300			
LEADER-TIMES	E (M-SAT)	Z		5,583	79.76		5,441	31.45		11,024	11,450	11,300
LANCASTER (LANCASTER CO.)			82,400			70,900			153,300			
INTELLIGENCER-JOURNAL, NEW ERA	CMB DLY	Z		55,932	67.88		40,004	56.42		95,936	99,824 *	99,086 *
INTELLIGENCER-JOURNAL	M (M-SAT)	Z		25,100	30.46		16,903	23.84		42,003	44,980 *	44,399 *
NEW ERA	E (M-SAT)	Z		30,832	37.42		23,101	32.58		53,933	54,844 *	54,687 *
NEWS	SUN	Z		53,907	65.42		44,927	63.37		98,834	104,631 *	104,357 *
LANSDALE (MONTGOMERY CO.)			38,100 #						38,100			
REPORTER	E (M-SAT)	Z	#	17,441	45.78					17,441	19,358	18,802
LATROBE (WESTMORELAND CO.)			6,800			17,300			24,100			
BULLETIN	E (M-SAT)			5,368	78.94		3,309	19.13		8,677	8,957	9,019

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PENNSYLVANIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
LEBANON (LEBANON CO.)			10,600			32,000			42,600			
NEWS	E (M-SAT)	Z		7,133	67.29		15,577	48.68		22,710	24,579	25,107
NEWS	SUN	Z		7,148	67.43		15,476	48.36		22,624	24,557	24,839
LEHIGHTON (CARBON CO.)			46,900 #						46,900			
TIMES NEWS	E (M-SAT)	Z	#	16,178	34.49					16,178	16,670	16,787
LEVITTOWN-BRISTOL-LANGHORNE (BUCKS CO.)			54,700			69,800			124,500			
BUCKS COUNTY COURIER TIMES	M (M-F)	Z,C		35,790	65.43		29,764	42.64		65,554	66,086	63,331
BUCKS COUNTY COURIER TIMES	SUN	Z,C		38,697	70.74		33,231	47.61		71,928	72,593	70,031
LEWISTOWN (MIFFLIN CO.)			6,500			20,200			26,700			
SENTINEL	E (M-SAT)	Z		5,530	85.08		7,667	37.96		13,197	13,699	13,712
LOCK HAVEN (CLINTON CO.)			5,600			8,800			14,400			
EXPRESS	E (M-SAT)	Z		5,523	98.63		3,418	38.84		8,941	10,958 *	11,103 *
McKEESPORT-DUQUESNE-CLAIRTON (ALLEGHENY CO.)			39,300			44,300			83,600			
NEWS	E (M-SAT)			17,325	44.08		8,972	20.25		26,297	27,076	27,839
MEADVILLE (CRAWFORD CO.)			8,000			17,700			25,700			
TRIBUNE	M (M-SAT)	Z		6,088	76.10		9,589	54.18		15,677	16,664	16,297
MONESSEN (WESTMORELAND CO.)-CHARLEROI-DONORA (WASHINGTON CO.)			10,000			18,000			28,000			
VALLEY INDEPENDENT	E (M-SAT)	Z		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW CASTLE (LAWRENCE CO.)			13,500			24,200			37,700			
NEWS	E (M-SAT)			8,482	62.83		11,621	48.02		20,103	20,556	20,437
NEW KENSINGTON (WESTMORELAND CO.)-TARENTUM (ALLEGHENY CO.)-VANDERGRIFT			62,500 #						62,500			
VALLEY NEWS DISPATCH	E (M-SAT)	Z	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORRISTOWN (MONTGOMERY CO.)			74,200 #						74,200			
TIMES HERALD	E (M-SAT)	Z	#	28,170	37.96					28,170	30,268	29,916

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PENNSYLVANIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
PHILADELPHIA (PHILADELPHIA CO.)			642,400 #			795,700			1,438,100			
INQUIRER	M (M-F)	C	#	167,523	26.08		225,414	28.33		392,937	515,523	522,020
INQUIRER	SAT M	C	#	141,745	22.06		183,529	23.07		325,274	430,699	436,016
INQUIRER	SUN	C	#	330,312	51.42		411,652	51.73		741,964	987,218	994,539
INQUIRER	M (M-W)	C	#	167,216	26.03		193,236	24.29		360,452	485,647 **	
INQUIRER	THUR	C	#	163,469	25.45		258,087	32.44		421,556	542,707 **	
INQUIRER	FRI	C	#	172,015	26.78		260,985	32.80		433,000	551,475 **	
PHILADELPHIA (PHILADELPHIA CO.)			642,400 #			1,197,700			1,840,100			
NEWS	E (M-F)	C	#	162,469	25.29		49,390	4.12		211,859	221,855	235,828
NEWS	SAT E	C	#	90,758	14.13		30,825	2.57		121,583	127,320	146,531
PHOENIXVILLE (CHESTER CO.)			6,100			23,900			30,000			
PHOENIX	E (M-SAT)			2,171	35.59		3,585	15.00		5,756	5,875	6,488
PITTSBURGH (ALLEGHENY CO.)			429,900			578,900			1,008,800			
POST-GAZETTE, SUN-TELEGRAPH	M (M-F)	C		103,609	24.10		46,008	7.95		149,617	161,514	165,371
POST-GAZETTE, SUN-TELEGRAPH	SAT M	C		91,840	21.36		45,307	7.83		137,147	148,442	151,651
PRESS	E (M-F)	C		169,333	39.39		46,537	8.04		215,870	220,465	228,232
PRESS	SAT E	C		146,515	34.08		42,412	7.33		188,927	193,022	199,099
PRESS	SUN	C		305,705	71.11		198,991	34.37		504,696	557,000	557,563
POTTSTOWN (MONTGOMERY CO.)			57,400 #						57,400			
MERCURY	M (M-SAT)	Z	#	29,288	51.02					29,288	29,980	29,055
MERCURY	SUN	Z	#	29,920	52.13					29,920	30,652	29,927
POTTSVILLE (SCHUYLKILL CO.)			38,000 #						38,000			
REPUBLICAN	E (M-SAT)	Z	#	25,677	67.57					25,677	29,830	29,982

**In accordance with Rule C1.5, the Inquirer is required to report separately circulation for bundled days in excess of 15% of non-bundled days. This breakout is not comparative with prior reporting as it was not previously required. The Inquirer has two Sunday/Daily packages which are subject to separate reporting under Rule C1.5, Sunday/Wednesday and Sunday/Thursday/Friday. The Sunday/Wednesday average was less than the 15% threshold as established by said rule and is combined with the unbundled averages of Monday and Tuesday. The Thursday and Friday averages are shown separately as they exceed the Monday/Tuesday average by 15% or more.

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
READING (BERKS CO.)			78,800			52,900			131,700			
TIMES, EAGLE	CMB DLY	Z		51,698	65.61		20,889	39.49		72,587	76,281	77,687
TIMES	M (M-F)	Z		32,681	41.47		10,549	19.94		43,230	46,036	45,678
EAGLE	E (M-F)	Z		19,017	24.13		10,340	19.55		29,357	30,245	32,009
TIMES	SAT M	Z		48,506	61.56		20,402	38.57		68,908	72,618	74,213
EAGLE	SUN	Z		56,222	71.35		28,093	53.11		84,315	113,100	113,302
SCRANTON (LACKAWANA CO.)			44,500			95,500			140,000			
TRIBUNE/TIMES	CMB DLY	Z		39,443	88.64		37,655	39.43		77,098	78,262 *	62,783
TRIBUNE	M (M-F)	Z		14,736	33.11		16,444	17.22		31,180	31,917 *	10,907
TIMES	E (M-F)	Z		24,707	55.52		21,211	22.21		45,918	46,345 *	51,876
TIMES	SAT M	Z		31,665	71.16		33,136	34.70		64,801	65,702 *	53,897
TIMES	SUN	Z		34,725	78.03		43,588	45.64		78,313	80,372 *	69,362
SHARON-FARRELL-SHARPSVILLE-HERMITAGE (MERCER CO.)			17,900			33,500			51,400			
HERALD	E (M-SAT)	Z		12,964	72.42		12,212	36.45		25,176	25,713 *	27,458 *
HERALD	SUN	Z		11,206	62.60		10,786	32.20		21,992	22,582 * (b)	
SHENANDOAH-ASHLAND-MAHANOY CITY (SCHUYLKILL CO.)			17,800 #						17,800			
HERALD	E (M-SAT)	Z	#	9,074	50.98					9,074	9,866	10,150 *
SOMERSET (SOMERSET CO.)			2,900			28,000			30,900			
AMERICAN	M (M-SAT)	Z		2,748	94.76		9,673	34.55		12,421	12,906	12,762
STATE COLLEGE (CENTRE CO.)			40,300 #						40,300			
CENTRE TIMES	M (M-SAT)	Z	#	22,426	55.65					22,426	26,320 *	25,022 *
CENTRE TIMES	SUN	Z	#	26,824	66.56					26,824	33,359 *	32,166 *
STROUDSBURG-EAST STROUDSBURG (MONROE CO.)			9,500			27,800			37,300			
POCONO RECORD	M (M-SAT)	Z		6,697	70.49		12,039	43.31		18,736	20,646 *	20,194 *
POCONO RECORD	SUN	Z		6,911	72.75		14,150	50.90		21,061	23,429 *	22,829 *
SUNBURY (NORTHUMBERLAND CO.)			53,500 #						53,500			
ITEM	E (M-SAT)	Z	#	25,053	46.83					25,053	25,745 *	25,529 *
ITEM	SUN	Z	#	25,856	48.33					25,856	26,699 *	25,769 *

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
UNIONTOWN (FAYETTE CO.)			14,700			30,700			45,400			
HERALD-STANDARD	M (M-F)	Z		10,951	74.50		15,557	50.67		26,508	31,208	30,877
HERALD-STANDARD	SUN	Z		11,330	77.07		16,519	53.81		27,849	32,686	32,272
WARREN (WARREN CO.)			6,000			11,400			17,400			
TIMES-OBSERVER	M (M-SAT)	Z		5,088	84.80		6,362	55.81		11,450	12,265	12,397
WASHINGTON (WASHINGTON CO.)			8,300			29,400			37,700			
OBSERVER-REPORTER	M (M-SAT)	Z		6,169	74.33		17,423	59.26		23,592	39,114 *	39,472 *
OBSERVER-REPORTER	SUN	Z		5,683	68.47		16,753	56.98		22,436	36,703 *	36,857 *
WEST CHESTER (CHESTER CO.)			14,000 #			57,300			71,300			
LOCAL NEWS	M (M-F)	Z	#	6,166	44.04		27,385	47.79		33,551	37,820	37,191
LOCAL NEWS	SAT	Z	#	5,014	35.81		25,567	44.62		30,581	33,824 (b)	
LOCAL NEWS	SUN	Z	#	5,142	36.73		26,607	46.43		31,749	35,410	34,742
WILKES-BARRE (LUZERNE CO.)			47,700			82,400			130,100			
CITIZENS' VOICE	M (M-SAT)	Z		25,938	54.38		19,829	24.06		45,767	47,214 *	46,322 *
TIMES LEADER	M (M-SAT)	Z		22,456	47.08		24,516	29.75		46,972	51,104 *	50,705 *
TIMES LEADER	SUN	Z		23,428	49.12		30,896	37.50		54,324	61,133 *	59,368 *
WILKES-BARRE (LUZERNE CO.)			188,000						188,000			
INDEPENDENT	SUN			23,663	12.59		27,234			50,897	58,540 *	59,617 *
WILLIAMSPORT (LYCOMING CO.)			21,500			93,900			115,400			
SUN-GAZETTE	E (M-SAT)	Z		17,249	80.23		16,274	17.33		33,523	34,125 *	35,023 *
SUN-GAZETTE	SUN	Z		17,268	80.32		20,465	21.79		37,733	39,848 * (b)	
YORK (YORK CO.)			54,300			77,400			131,700			
RECORD, DISPATCH	CMB DLY	Z		47,331	87.17		34,112	44.07		81,443	82,900 (b)	
RECORD	M (M-F)	Z		24,357	44.86		17,233	22.26		41,590	42,502 (b)	
DISPATCH	E (M-F)	Z		22,974	42.31		16,879	21.81		39,853	40,398 (b)	
RECORD	SAT	Z		39,971	73.61		32,072	41.44		72,043	73,407 (b)	
NEWS	SUN	Z		43,269	79.69		38,000	49.10		81,269	86,763 (b)	

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
RHODE ISLAND												
NEWPORT (NEWPORT CO.)			16,500			8,100			24,600			
NEWS	E (M-SAT)	Z		11,153	67.59		3,890	48.02		15,043	15,567	15,614
PAWTUCKET-CENTRAL FALLS (PROVIDENCE CO.)			36,600			31,900			68,500			
TIMES	E (M-SAT)	Z		14,579	39.83		7,105	22.27		21,684	22,522	23,969
PROVIDENCE (PROVIDENCE CO.)			448,600 #						448,600			
JOURNAL-BULLETIN	ALL DAY (M-F)	Z,C	#	196,657	43.84					196,657	200,076	203,099
JOURNAL-BULLETIN	SAT M	Z,C	#	183,603	40.93					183,603	186,808	188,270
JOURNAL	SUN	Z,C	#	256,766	57.24					256,766	264,723	263,884
WESTERLY (WASHINGTON CO.)			10,800			27,100			37,900			
SUN	E (M-F)	Z		8,057	74.60		4,036	14.89		12,093	12,346	12,638
SUN	SUN	Z		8,307	76.92		4,114	15.18		12,421	12,701	13,100
WOONSOCKET (PROVIDENCE CO.)			30,000			35,200			65,200			
CALL	E (M-SAT)	Z		19,879	66.26		7,418	21.07		27,297	28,124	29,292
CALL	SUN	Z		19,804	66.01		7,236	20.56		27,040	27,835	29,224
SOUTH CAROLINA												
AIKEN (AIKEN CO.)			26,900 #			9,200			36,100			
STANDARD	E (M-SAT)		#	14,143	52.58		2,249	24.45		16,392	17,633	15,662
STANDARD	SUN		#	13,887	51.62		2,130	23.15		16,017	17,217	16,030
ANDERSON (ANDERSON CO.)			20,800			127,700			148,500			
INDEPENDENT-MAIL	M (M-SAT)	Z		13,948	67.06		25,496	19.97		39,444	41,312 *	39,076 *
INDEPENDENT-MAIL	SUN	Z		15,370	73.89		28,664	22.45		44,034	45,686 *	43,588 *
BEAUFORT (BEAUFORT CO.)			8,700			12,900			21,600			
GAZETTE	M (M-F)	Z		5,712	65.66		2,686	20.82		8,398	9,362 (b)	
GAZETTE	E (M-F)	Z										8,665

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SOUTH CAROLINA (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
CHARLESTON (CHARLESTON CO.)			178,300 #						178,300			
NEWS & COURIER, POST	CMB DLY	Z	#	107,130	60.08					107,130	119,518	116,886
NEWS & COURIER	M (M-F)	Z	#	72,506	40.67					72,506	84,281	81,633
POST	E (M-F)	Z	#	34,624	19.42					34,624	35,237	35,253
NEWS & COURIER/POST	SAT M	Z	#	99,678	55.90					99,678	112,993	110,871
NEWS & COURIER/POST	SUN	Z	#	109,665	61.51					109,665	126,698	123,610
COLUMBIA (RICHLAND CO.)			169,300 #			171,800			341,100			
STATE	M (M-SAT)		#	96,409	56.95		29,182	16.99		125,591	145,365	144,995
STATE	SUN		#	118,604	70.06		34,592	20.14		153,196	173,636	170,714
FLORENCE (FLORENCE CO.)			17,000			73,400			90,400			
NEWS	M (M-SAT)	Z		12,537	73.75		17,373	23.67		29,910	31,733	31,156
NEWS	SUN	Z		12,600	74.12		17,716	24.14		30,316	32,229	31,515
GREENVILLE (GREENVILLE CO.)			90,500			215,500			306,000			
NEWS, PIEDMONT	CMB DLY			55,614	61.45		53,562	24.85		109,176	117,065	113,814
NEWS	M (M-F)			36,323	40.14		47,512	22.05		83,835	91,219	88,088
PIEDMONT	E (M-F)			19,291	21.32		6,050	2.81		25,341	25,846	25,726
NEWS-PIEDMONT	SAT M			49,681	54.90		56,918	26.41		106,599	113,912	112,236
NEWS-PIEDMONT	SUN			62,202	68.73		67,013	31.10		129,215	137,151	134,497
GREENWOOD (GREENWOOD CO.)			9,400			29,700			39,100			
INDEX-JOURNAL	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
INDEX-JOURNAL	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HILTON HEAD ISLAND (BEAUFORT CO.)			9,100			22,500			31,600			
ISLAND PACKET	M (M-TH)	Z		8,200	90.11		1,034	4.60		9,234	10,353	9,955
ISLAND PACKET	M (FRI)	Z		9,061	99.57		1,152	5.12		10,213	12,832	12,397
ISLAND PACKET	SUN	Z		8,477	93.15		1,096	4.87		9,573	13,066	12,291
MYRTLE BEACH (HORRY CO.)			23,400			34,200			57,600			
SUN NEWS	M (M-SAT)	Z		21,252	90.82		13,278	38.82		34,530	37,477	34,506
SUN NEWS	SUN	Z		24,241	103.59		14,365	42.00		38,606	42,103	39,449
ORANGEBURG (ORANGEBURG CO.)			12,200			25,200			37,400			
TIMES & DEMOCRAT	M (M-SAT)	Z		7,815	64.06		8,725	34.62		16,540	17,284	17,127
TIMES & DEMOCRAT	SUN	Z		7,471	61.24		8,749	34.72		16,220	16,871	16,857

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SOUTH CAROLINA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
ROCK HILL (YORK CO.)			40,100 #			16,100			56,200			
HERALD	M (M-SAT)		#	24,184	60.31		5,064	31.45		29,248	30,227	28,871
HERALD	SUN		#	23,589	58.83		5,006	31.09		28,595	29,574	28,296
SPARTANBURG (SPARTANBURG CO.)			46,600			63,800			110,400			
HERALD-JOURNAL	M (M-SAT)	Z		31,948	68.56		30,232	47.39		62,180	64,136 *	60,082 *
HERALD-JOURNAL	SUN	Z		31,974	68.61		32,238	50.53		64,212	66,332 *	63,138 *
SUMTER (SUMTER CO.)			14,600			35,300			49,900			
ITEM	E (M-SAT)	Z		8,207	56.21		13,030	36.91		21,237	21,424	21,830
ITEM	SUN	Z		7,589	51.98		12,655	35.85		20,244	20,448	16,945
SOUTH DAKOTA												
ABERDEEN (BROWN CO.)			10,900			28,200			39,100			
AMERICAN NEWS	M (M-SAT)	Z		8,206	75.28		9,757	34.60		17,963	19,087	19,307
AMERICAN NEWS	SUN	Z		9,228	84.66		10,308	36.55		19,536	20,680	21,148
HURON (BEADLE CO.)			5,400			15,200			20,600			
PLAINSMAN	E (M-F)	Z		4,788	88.67		5,709	37.56		10,497	11,160	11,279
PLAINSMAN	SUN	Z		4,890	90.56		5,877	38.66		10,767	11,462	11,548
MITCHELL (DAVISON CO.)			5,400			19,500			24,900			
REPUBLIC	E (M-SAT)	Z		4,372	80.96		7,030	36.05		11,402	12,276	12,125
RAPID CITY (PENNINGTON CO.)			22,300			42,500			64,800			
JOURNAL	M (M-SAT)	Z		14,795	66.35		15,892	37.39		30,687	33,929	34,708
JOURNAL	SUN	Z		15,207	68.19		16,593	39.04		31,800	35,470	36,061
SIOUX FALLS (MINNEHAHA CO.)			40,800			59,400			100,200			
ARGUS LEADER	M (M-SAT)	Z		24,908	61.05		15,060	25.35		39,968	48,072	47,018
ARGUS LEADER	SUN	Z		29,517	72.35		24,096	40.57		53,613	69,895	68,373
WATERTOWN (CODINGTON CO.)			7,100			19,800			26,900			
PUBLIC OPINION	E (M-SAT)	Z		5,657	79.68		7,752	39.15		13,409	15,945	16,011

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		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
TENNESSEE												
ATHENS (McMINN CO.)			4,700			13,700			18,400			
POST-ATHENIAN	E (M-F)	Z		3,622	77.06		6,409	46.78		10,031	10,276	10,049
CHATTANOOGA (HAMILTON CO.)			103,000 #			211,300			314,300			
TIMES, NEWS-FREE PRESS	CMB DLY	Z	#	60,035	58.29		33,798	16.00		93,833	97,316	101,754
TIMES	M (M-SAT)	Z	#	28,901	28.06		13,184	6.24		42,085	44,314	46,627
NEWS-FREE PRESS	E (M-SAT)	Z	#	31,134	30.23		20,614	9.76		51,748	53,002	55,127
NEWS-FREE PRESS	SUN	Z	#	68,812	66.81		38,514	18.23		107,326	111,536	107,869
CLARKSVILLE (MONTGOMERY CO.)			30,300			9,900			40,200			
LEAF-CHRONICLE	M (M-SAT)	Z		12,185	40.21		4,680	47.27		16,865	18,098	17,564
LEAF-CHRONICLE	SUN	Z		13,980	46.14		5,410	54.65		19,390	21,148	20,962
CLEVELAND (BRADLEY CO.)			13,200			17,800			31,000			
BANNER	E (M-F)	Z		9,348	70.82		6,505	36.54		15,853	16,226 *	16,208
BANNER	SUN	Z		10,251	77.66		7,445	41.83		17,696	18,244 *	18,312
COLUMBIA (MAURY CO.)			11,600			43,200			54,800			
HERALD	E (M-F)			6,658	57.40		5,167	11.96		11,825	12,167	12,382
HERALD	SUN			7,616	65.66		6,302	14.59		13,918	14,259	14,447
COOKEVILLE (PUTNAM CO.)			11,600			8,300			19,900			
HERALD-CITIZEN	E (M-F)	Z		5,398	46.53		3,462	41.71		8,860	9,978	9,940
HERALD-CITIZEN	SUN	Z		6,288	54.21		4,034	48.60		10,322	11,795	11,714
DYERSBURG (DYER CO.)			6,500			13,400			19,900			
STATE GAZETTE	E (M-F)	Z		4,425	68.08		3,788	28.27		8,213	8,525	8,523
GREENEVILLE (GREENE CO.)			6,200			15,500			21,700			
SUN	E (M-SAT)	Z		4,769	76.92		9,572	61.75		14,341	14,831	14,844
JACKSON (MADISON CO.)			24,600			85,200			109,800			
SUN	E (M-SAT)	Z		15,337	62.35		18,665	21.91		34,002	36,125	36,649
SUN	SUN	Z		16,882	68.63		22,005	25.83		38,887	41,445	41,000
JOHNSON CITY (WASHINGTON CO.)			25,400			41,700			67,100			
PRESS	M (M-SAT)	Z		14,652	57.69		13,506	32.39		28,158	29,861	30,385
PRESS	SUN	Z		15,647	61.60		14,653	35.14		30,300	32,463	32,635

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TENNESSEE (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
KINGSPORT (SULLIVAN CO.)			38,900			54,000			92,900			
TIMES-NEWS	ALL DAY (M-F)	Z		26,240	67.46		17,071	31.61		43,311	45,676	46,859
TIMES-NEWS	SAT M	Z		25,129	64.60		16,381	30.34		41,510	43,620	44,829
TIMES-NEWS	SUN	Z		27,591	70.93		17,340	32.11		44,931	47,406	47,916
KNOXVILLE (KNOX CO.)			107,000			302,200			409,200			
JOURNAL/NEWS-SENTINEL	CMB DLY	Z,C		75,931	70.96		64,749	21.43		140,680	145,491	145,373
NEWS-SENTINEL	M (M-SAT)	Z,C		50,960	47.63		50,244	16.63		101,204	104,545	103,722
JOURNAL	E (M-SAT)	Z,C		24,971	23.34		14,505	4.80		39,476	40,946	41,651
NEWS-SENTINEL	SUN	Z,C		79,637	74.43		86,150	28.51		165,787	172,759	170,378
MARYVILLE-ALCOA (BLOUNT CO.)			34,700 #						34,700			
TIMES	M (M-F)	Z	#	21,160	60.98					21,160	21,554 (b)	
TIMES	E (M-F)	Z	#									21,875
MEMPHIS (SHELBY CO.)			360,700 #			242,300			603,000			
COMMERCIAL APPEAL	M (M-SAT)	C	#	164,079	45.49		24,048	9.92		188,127	208,313	216,758
COMMERCIAL APPEAL	SUN	C	#	220,812	61.22		38,614	15.94		259,426	289,444	293,004
MORRISTOWN (HAMBLEN CO.)			16,200			32,400			48,600			
CITIZEN TRIBUNE	E (M-F)	Z		10,246	63.25		7,538	23.27		17,784	19,237	20,065
CITIZEN TRIBUNE	SUN	Z		11,802	72.85		9,236	28.51		21,038	22,944	23,902
MURFREESBORO (RUTHERFORD CO.)			17,800			23,000			40,800			
NEWS JOURNAL	E (M-SAT)	Z		7,325	41.15		7,045	30.63		14,370	14,812	15,480
NEWS JOURNAL	SUN	Z		8,610	48.37		7,656	33.29		16,266	16,752	17,354
NASHVILLE (DAVIDSON CO.)			314,600 #			61,900			376,500			
BANNER	E (M-SAT)		#	49,553	15.75		4,259	6.88		53,812	62,675	61,684
TENNESSEAN	M (M-SAT)		#	100,814	32.05		9,171	14.82		109,985	134,607	129,136
TENNESSEAN	SUN		#	189,338	60.18		22,301	36.03		211,639	268,554	264,663
OAK RIDGE (ANDERSON CO.)			12,000			35,300			47,300			
OAK RIDGER	E (M-F)			7,778	64.82		2,719	7.70		10,497	10,715	10,568
OAK RIDGER	SUN			7,126	59.38		2,512	7.12		9,638	9,856	9,728

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			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
TEXAS												
ABILENE (TAYLOR CO.)			40,600 #			15,700			56,300			
REPORTER-NEWS	M (M-SAT)	Z	#	24,100	59.36		17,725	112.90		41,825	44,945 *	44,575 *
REPORTER-NEWS	SUN	Z	#	30,123	74.19		22,287	141.96		52,410	55,780 *	55,914 *
AMARILLO (POTTER CO.)			62,200			104,600			166,800			
NEWS, GLOBE-TIMES	CMB DLY			40,845	65.67		23,392	22.36		64,237	66,309	64,962
NEWS	M (M-SAT)			21,200	34.08		20,934	20.01		42,134	44,165	42,809
GLOBE-TIMES	E (M-F)			19,645	31.58		2,458	2.35		22,103	22,144	22,153
NEWS-GLOBE	SUN			47,075	75.68		28,641	27.38		75,716	78,284	75,389
AUSTIN (TRAVIS CO.)			200,700			156,200			356,900			
AMERICAN-STATESMAN	M (M-SAT)	C		123,432	61.50		44,949	28.78		168,381	177,040	176,517
AMERICAN-STATESMAN	SUN	C		157,196	78.32		57,588	36.87		214,784	227,918	223,257
BEAUMONT (JEFFERSON CO.)			51,500			177,000			228,500			
ENTERPRISE	M (M-SAT)			35,682	69.29		31,820	17.98		67,502	70,382	69,238
ENTERPRISE	SUN			41,521	80.62		40,870	23.09		82,391	86,359	84,697
BIG SPRING (HOWARD CO.)			9,400 #			4,700			14,100			
HERALD	E (M-F)		#	5,509	58.61		2,321	49.38		7,830	8,574	8,224
HERALD	SUN		#	6,346	67.51		2,581	54.91		8,927	9,861	9,587
BORGER (HUTCHINSON CO.)			5,900			6,300			12,200			
NEWS-HERALD	E (M-F)			4,392	74.44		1,870	29.68		6,262	6,448	6,490
NEWS-HERALD	SUN			4,779	81.00		2,330	36.98		7,109	7,321	7,299
BROWNSVILLE (CAMERON CO.)			29,600			113,800			143,400			
HERALD	E (M-F)			13,388	45.23		3,192	2.80		16,580	16,807	16,421
HERALD	SUN			16,243	54.88		4,226	3.71		20,469	20,750	19,997
BRYAN-COLLEGE STATION (BRAZOS CO.)			45,700 #			22,200			67,900			
EAGLE	M (M-SAT)	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EAGLE	SUN	Z	#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
CLUTE-FREEPORT-LAKE JACKSON-RICHWOOD (BRAZORIA CO.)			15,700			23,700			39,400			
BRAZOSPORT FACTS	E (M-SAT)	Z		10,549	67.19		9,242	39.00		19,791	19,948	19,958
BRAZOSPORT FACTS	SUN	Z		10,875	69.27		10,196	43.02		21,071	21,243	21,530
CONROE (MONTGOMERY CO.)			8,100			51,300			59,400			
COURIER	M (M-SAT)	Z		4,977	61.44		6,708	13.08		11,685	11,834	11,085
COURIER	SUN	Z		5,284	65.23		7,062	13.77		12,346	12,495	11,618
CORPUS CHRISTI (NUECES CO.)			92,400 #			28,600			121,000			
CALLER-TIMES	M (M-SAT)	Z	#	46,376	50.19		21,836	76.35		68,212	69,671 *	68,136 *
CALLER-TIMES	SUN	Z	#	60,780	65.78		29,962	104.76		90,742	92,864 *	90,204 *
DALLAS (DALLAS CO.)			730,100 #			987,400			1,717,500			
NEWS	M (M,TU, W,TH & SAT)	C	#	238,862	32.72		108,804	11.02		347,666	400,553	378,116
NEWS	FRI M	C	#	285,591	39.12		131,829	13.35		417,420	474,444	447,048
NEWS	SUN	C	#	361,237	49.48		183,950	18.63		545,187	611,716	565,164
TIMES-HERALD	ALL DAY (M-F)	Z,C	#	153,373	21.01		48,590	4.92		201,963	210,652 (b)	
TIMES-HERALD	SAT	Z,C	#	173,271	23.73		58,035	5.88		231,306	240,449 (b)	
TIMES-HERALD	ALL DAY (M-SAT)	Z,C	#									222,519
TIMES-HERALD	SUN	Z,C	#	219,086	30.01		77,920	7.89		297,006	308,448	332,449
WALL STREET JOURNAL-SOUTHWEST EDITION	M (M-F)										190,676	198,554
DEL RIO (VAL VERDE CO.)			11,400			1,300			12,700			
NEWS-HERALD	E (M-SAT)			5,428	47.61		639	49.15		6,067	6,341	6,209 *
NEWS-HERALD	SUN			5,713	50.11		664	51.08		6,377	6,692	6,548 *
DENISON (GRAYSON CO.)			9,500 #			7,900			17,400			
HERALD	E (M-F)	Z	#	5,742	60.44		2,670	33.80		8,412	11,760	11,809
HERALD	SUN	Z	#	6,215	65.42		3,008	38.08		9,223	12,992	13,200

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
DENTON (DENTON CO.)			25,800			66,000			91,800			
RECORD-CHRONICLE	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
RECORD-CHRONICLE	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
EL PASO (EL PASO CO.)			165,600			148,700			314,300			
TIMES, HERALD-POST	CMB DLY	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD-POST	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FORT WORTH (TARRANT CO.)			426,800 #			218,300			645,100			
STAR-TELEGRAM	CMB DLY	Z,C	#	213,496	50.02		31,727	14.53		245,223	250,262	257,252
STAR-TELEGRAM	M (M-F)	Z,C	#	125,862	29.49		29,566	13.54		155,428	160,229	160,038
STAR-TELEGRAM	E (M-F)	Z,C	#	87,634	20.53		2,161	0.99		89,795	90,033	97,214
STAR-TELEGRAM	SAT M	Z,C	#	217,217	50.89		36,813	16.86		254,030	259,002	267,804
STAR-TELEGRAM	SUN	Z,C	#	276,229	64.72		53,177	24.36		329,406	337,446	333,955
GREENVILLE (HUNT CO.)			9,700 #			16,500			26,200			
HERALD BANNER	M (M-SAT)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HERALD BANNER	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
HARLINGEN (CAMERON CO.)			25,700			85,500			111,200			
VALLEY STAR	M (M-SAT)			16,330	63.54		13,816	16.16		30,146	32,658	31,098
VALLEY STAR	SUN			18,243	70.98		15,307	17.90		33,550	35,188	33,198
HOUSTON (HARRIS CO.)			1,064,500			412,600			1,477,100			
CHRONICLE	ALL DAY (M-SAT)	Z,C		328,901	30.90		82,532	20.00		411,433	439,574	449,755
CHRONICLE	SUN	Z,C		468,729	44.03		115,948	28.10		584,677	622,608	620,752
POST	M (M-SAT)	Z,C		228,260	21.44		56,455	13.68		284,715	310,758	328,869
POST	SUN	Z,C		256,966	24.14		67,110	16.27		324,076	358,121	371,634
HUNTSVILLE (WALKER CO.)			9,200			7,600			16,800			
ITEM	M (TU-SAT)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ITEM	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
KERRVILLE-INGRAM (KERR CO.)			11,200			16,300			27,500			
TIMES	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
KILLEEN (BELL CO.)			32,700			11,400			44,100			
HERALD	M (M-SAT)			10,993	33.62		4,689	41.13		15,682	16,407	17,003
HERALD	SUN			12,587	38.49		5,438	47.70		18,025	18,885	19,774
LAREDO (WEBB CO.)			33,300			8,600			41,900			
TIMES	M (M-SAT)	Z		17,934	53.86		1,709	19.87		19,643	21,081 *	20,739 *
TIMES	SUN	Z		19,796	59.45		1,842	21.42		21,638	23,156 *	22,832 *
LONGVIEW (GREGG CO.)			31,100			57,500			88,600			
NEWS-JOURNAL	M (M-SAT)			20,365	65.48		9,993	17.38		30,358	31,755	31,419
NEWS-JOURNAL	SUN			27,149	87.30		14,076	24.48		41,225	43,094	42,264
LUBBOCK (LUBBOCK CO.)			68,900			80,700			149,600			
AVALANCHE-JOURNAL	M (M-SAT)			39,458	57.27		23,880	29.59		63,338	68,444	67,232
AVALANCHE-JOURNAL	SUN			45,138	65.51		26,527	32.87		71,665	76,727	75,186
LUFKIN (ANGELINA CO.)			11,900			43,700			55,600			
NEWS	E (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
McALLEN (HIDALGO CO.)			57,500			60,000			117,500			
MONITOR	E (M-SAT)			27,937	48.59		10,798	18.00		38,735	38,938	39,022
MONITOR	SUN			34,376	59.78		13,500	22.50		47,876	48,146	48,757
MARSHALL (HARRISON CO.)			9,400 #			25,100			34,500			
NEWS MESSENGER	E (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEWS MESSENGER	SUN		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
MIDLAND (MIDLAND CO.)			35,800			76,100			111,900			
REPORTER-TELEGRAM	M (M-SAT)			20,378	56.92		3,216	4.23		23,594	23,889 (b)	
REPORTER-TELEGRAM	E (M-SAT)											23,282
REPORTER-TELEGRAM	SUN			24,138	67.42		4,484	5.89		28,622	29,003	29,089

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MOUNT PLEASANT (TITUS CO.)			4,600			15,600			20,200			
TRIBUNE	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TRIBUNE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
NEW BRAUNFELS (COMAL CO.)			10,700			12,900			23,600			
HERALD-ZEITUNG	E (TU-F)			4,790	44.77		2,549	19.76		7,339	7,584	7,304
HERALD-ZEITUNG	SUN			6,009	56.16		3,075	23.84		9,084	9,327	9,185
ODESSA (ECTOR CO.)			44,300			91,500			135,800			
AMERICAN	M (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AMERICAN	M (M-F)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AMERICAN	SAT M	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
AMERICAN	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
ORANGE (ORANGE CO.)			10,200			13,200			23,400			
LEADER	E (M-SAT)	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LEADER	SUN	Z			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
PALESTINE (ANDERSON CO.)			6,900			16,600			23,500			
HERALD-PRESS	E (M-SAT)	Z		5,227	75.75		4,407	26.55		9,634	10,051	10,039
HERALD-PRESS	SUN	Z		5,571	80.74		4,652	28.02		10,223	10,673	10,656
PAMPA (GRAY CO.)			8,000			12,400			20,400			
NEWS	E (M-F)	Z		5,640	70.50		1,608	12.97		7,248	7,423	7,377
NEWS	SUN	Z		6,157	76.96		1,786	14.40		7,943	8,118	8,096
PLANO (COLLIN CO.)			43,200			25,600			68,800			
STAR COURIER	M (W-SAT)	Z		14,319	33.15		549	2.14		14,868	14,993 * (b)	
STAR COURIER	E (M-SAT)	Z										16,429 *
STAR COURIER	SUN	Z		15,409	35.67		756	2.95		16,165	16,289 *	17,234 *
PORT ARTHUR (JEFFERSON CO.)			42,600			7,700			50,300			
NEWS	M (M-SAT)			20,858	48.96		689	8.95		21,547	22,037	21,233 (a)
NEWS	SUN			22,143	51.98		695	9.03		22,838	23,348	22,620 (a)
SAN ANGELO (TOM GREEN CO.)			32,100 #			3,900			36,000			
STANDARD-TIMES	M (M-SAT)	Z	#	19,512	60.79		7,113	182.38		26,625	31,927 *	33,881 *
STANDARD-TIMES	SUN	Z	#	24,750	77.10		8,866	227.33		33,616	38,420 *	39,379 *

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
SAN ANTONIO (BEXAR CO.)			657,200 #						657,200			
EXPRESS-NEWS	ALL DAY (M-SAT)	Z,C	#	180,896	27.53					180,896	188,377	183,814
EXPRESS-NEWS	SUN	Z,C	#	268,308	40.83					268,308	280,048	271,066
SAN ANTONIO (BEXAR CO.)			368,600			288,600			657,200			
LIGHT	ALL DAY (M-SAT)			122,707	33.29		31,684	10.98		154,391	166,722	178,122
LIGHT	SUN			169,926	46.10		47,135	16.33		217,061	233,268	253,672
SAN MARCOS (HAYS CO.)			8,400			13,900			22,300			
RECORD	E (TU-F)			3,286	39.12		1,570	11.29		4,856	4,983	4,807
RECORD	SUN			4,631	55.13		2,200	15.83		6,831	6,982	6,707
SEGUIN (GUADALUPE CO.)			7,200			29,200			36,400			
GAZETTE-ENTERPRISE	E (TU-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GAZETTE-ENTERPRISE	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
SHERMAN (GRAYSON CO.)			12,200			74,100			86,300			
DEMOCRAT	M (M-F)	Z		8,089	66.30		11,737	15.84		19,826	20,083	20,009
DEMOCRAT	SUN	Z		8,924	73.15		13,406	18.09		22,330	22,616	22,685
TEMPLE (BELL CO.)			24,600			79,200			103,800			
TELEGRAM	M (M-SAT)			14,598	59.34		10,293	13.00		24,891	25,122	25,185
TELEGRAM	SUN			16,038	65.20		11,396	14.39		27,434	27,676	28,168
TEXARKANA (BOWIE CO.), TX-(MILLER CO.), AR			29,700			108,600			138,300			
GAZETTE	M (M-SAT)	Z		18,252	61.45		14,188	13.06		32,440	32,600 *	32,473 *
GAZETTE	SUN	Z		19,897	66.99		16,654	15.34		36,551	36,743 *	35,981 *
TYLER (SMITH CO.)			28,600			176,700			205,300			
TELEGRAPH, COURIER-TIMES	CMB DLY	Z		20,142	70.43		22,251	12.59		42,393	43,437	43,457
TELEGRAPH	M (M-SAT)	Z		13,908	48.63		22,244	12.59		36,152	37,175	36,852
COURIER-TIMES	E (M-F)	Z		6,234	21.80		7	0.00		6,241	6,262	6,605
COURIER-TIMES-TELEGRAPH	SUN	Z		21,930	76.68		27,075	15.32		49,005	50,329	49,090

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TEXAS (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION AS OF	AS OF
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	3/31/91	3/31/90
VICTORIA (VICTORIA CO.)			19,600			44,000			63,600			
ADVOCATE	M (M-SAT)	Z		15,055	76.81		19,914	45.26		34,969	37,745	36,359
ADVOCATE	SUN	Z		15,584	79.51		20,836	47.35		36,420	39,402	38,043
WACO (McLENNAN CO.)			56,400			122,800			179,200			
TRIBUNE-HERALD	M (M-SAT)			32,032	56.79		17,774	14.47		49,806	50,654	52,072
TRIBUNE-HERALD	SUN			38,578	68.40		24,223	19.73		62,801	63,994	64,424
WICHITA FALLS (WICHITA CO.)			35,800 #			62,800			98,600			
TIMES RECORD NEWS	M (M-SAT)	Z	#	22,411	62.60		16,601	26.43		39,012	39,281 *	43,398 *
TIMES RECORD NEWS	SUN	Z	#	28,076	78.42		20,338	32.39		48,414	48,791 *	50,204 *
UTAH												
LOGAN (CACHE CO.)			12,100			11,900			24,000			
HERALD JOURNAL	E (M-F)	Z		7,208	59.57		6,813	57.25		14,021	14,182	13,817
HERALD JOURNAL	SUN	Z		7,595	62.77		7,010	58.91		14,605	14,775	14,452
OGDEN (WEBER CO.)			96,700 #						96,700			
STANDARD-EXAMINER	E (M-SAT)	Z	#	54,984	56.86					54,984	55,335	54,820
STANDARD-EXAMINER	SUN	Z	#	57,257	59.21					57,257	57,668	57,200
PROVO (UTAH CO.)			50,000			19,100			69,100			
HERALD	E (M-SAT)			20,360	40.72		7,630	39.95		27,990	30,027 (b)	
HERALD	E (M-F)	Z										31,106
HERALD	SUN	Z		20,905	41.81		7,875	41.23		28,780	30,838	31,884
SALT LAKE CITY (SALT LAKE CO.)			282,800 #			147,700			430,500			
TRIBUNE, DESERET NEWS	CMB DLY	Z	#	144,724	51.18		24,572	16.64		169,296	175,122	175,237
TRIBUNE	M (M-SAT)	Z	#	97,458	34.46		10,720	7.26		108,178	111,994	112,662
DESERET NEWS	E (M-SAT)	Z	#	47,266	16.71		13,852	9.38		61,118	63,128	62,575
TRIBUNE, DESERET NEWS	CMB SUN	Z	#	177,163	62.65		28,030	18.98		205,193	213,835	212,984
TRIBUNE	SUN	Z	#	124,440	44.00		14,917	10.10		139,357	145,371	143,705
DESERET NEWS	SUN	Z	#	52,723	18.64		13,113	8.88		65,836	68,464	69,279

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		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
VERMONT												
BARRE-MONTPELIER (WASHINGTON CO.)			8,700			22,800			31,500			
TIMES ARGUS	E (M-SAT)			6,560	75.40		5,935	26.03		12,495	12,966	12,948
TIMES ARGUS	SUN			6,147	70.66		6,502	28.52		12,649	13,567	13,953
BENNINGTON (BENNINGTON CO.)			17,000 #						17,000			
BANNER	M (M-SAT)		#	7,079	41.64					7,079	7,474	7,677
BRATTLEBORO			5,100			13,500			18,600			
REFORMER	M (M-SAT)	Z		4,302	84.35		4,718	34.95		9,020	9,835 *	9,911 *
BURLINGTON (CHITTENDEN CO.)			21,800			68,300			90,100			
FREE PRESS	M (M-SAT)			15,354	70.43		31,987	46.83		47,341	53,856	53,114
FREE PRESS	SUN			14,979	68.71		38,702	56.66		53,681	63,726	61,542
RUTLAND (RUTLAND CO.)			11,400			46,100			57,500			
HERALD	M (M-SAT)	Z		9,273	81.34		12,654	27.45		21,927	24,328	23,797
HERALD & TIMES ARGUS	SUN	Z		8,883	77.92		13,071	28.35		21,954	24,557	24,339
ST. JOHNSBURY (CALEDONIA CO.)			3,500			20,800			24,300			
CALEDONIAN-RECORD	E (M-SAT)			2,890	82.57		6,216	29.88		9,106	10,165	10,140
VIRGINIA												
ALEXANDRIA (INDEPENDENT CITY)			55,600 #						55,600			
JOURNAL	M (M-F)		#	4,729	8.51					4,729	5,028	5,187
ARLINGTON (ARLINGTON CO.)			75,900 #						75,900			
JOURNAL	M (M-F)	Z	#	8,043	10.60					8,043	8,341	8,068

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VIRGINIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
BRISTOL (INDEPENDENT CITY), VA-(SULLIVAN CO.), TN			20,000			47,100			67,100			
HERALD COURIER/VIRGINIA TENNESSEAN	ALL DAY (M-F)	Z		14,536	72.68		21,728	46.13		36,264	44,436	44,868
HERALD COURIER/VIRGINIA TENNESSEAN	SAT M	Z		14,480	72.40		21,834	46.36		36,314	44,079	44,566
HERALD COURIER/VIRGINIA TENNESSEAN	SUN	Z		15,382	76.91		22,382	47.52		37,764	45,775	45,353
CHARLOTTESVILLE (INDEPENDENT CITY)			58,600 #						58,600			
PROGRESS	M (M-SAT)	Z	#	32,680	55.77					32,680	33,713 (b)	
PROGRESS	E (M-SAT)	Z	#									32,616
PROGRESS	SUN	Z	#	33,129	56.53					33,129	34,886	34,629
COVINGTON (INDEPENDENT CITY)			2,900 #			8,300			11,200			
VIRGINIAN REVIEW	E (M-SAT)	Z	#	2,697	93.00		5,325	64.16		8,022	8,925	8,864
DANVILLE (PITTSYLVANIA CO.)			23,900 #			13,600			37,500			
REGISTER & BEE	M (M-SAT)	Z	#	14,979	62.67		6,860	50.44		21,839	23,390	22,777
REGISTER	SUN	Z	#	17,805	74.50		7,922	58.25		25,727	27,750	27,460
FREDERICKSBURG (INDEPENDENT CITY)			51,500 #						51,500			
FREE LANCE-STAR	E (M-F)	Z	#	36,131	70.16					36,131	41,061 (b)	
FREE LANCE-STAR	SAT	Z	#	38,398	74.56					38,398	43,813 (b)	
FREE LANCE-STAR	E (M-SAT)	Z	#									40,171
HARRISONBURG (INDEPENDENT CITY)			9,900			41,000			50,900			
NEWS-RECORD	M (M-SAT)			8,532	86.18		20,235	49.35		28,767	31,041	31,039
HOPEWELL (INDEPENDENT CITY)			9,100			20,000			29,100			
NEWS	E (M-F)			4,889	53.73		2,073	10.36		6,962	7,075	7,169
LYNCHBURG (INDEPENDENT CITY)			35,300			30,800			66,100			
NEWS & ADVANCE	ALL DAY (M-F)	Z		25,467	72.14		13,388	43.47		38,855	42,164	41,773
NEWS & ADVANCE	SAT M	Z		24,569	69.60		13,197	42.85		37,766	41,061	41,498
NEWS & ADVANCE	SUN	Z		26,527	75.15		14,311	46.46		40,838	44,378	45,023

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VIRGINIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MANASSAS (INDEPENDENT CITY)			19,100			13,700			32,800			
JOURNAL MESSENGER	E (M-SAT)			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
MARTINSVILLE (INDEPENDENT CITY)			7,500			23,400			30,900			
BULLETIN	E (M-F)			5,371	71.61		13,496	57.68		18,867	19,140 *	18,852 *
BULLETIN	SUN			5,151	68.68		14,842	63.43		19,993	20,258 *	20,151 *
NEWPORT NEWS-HAMPTON-WILLIAMSBURG-POQUOSON (INDEPENDENT CITIES)			168,100 #						168,100			
PRESS, TIMES-HERALD	CMB DLY	C	#	99,104	58.96					99,104	103,655 *	105,497 *
PRESS	M (M-F)	C	#	76,340	45.41					76,340	80,863 *	79,082 *
TIMES-HERALD	E (M-F)	C	#	22,764	13.54					22,764	22,792 *	26,415 *
PRESS	SAT M	C	#	98,513	58.60					98,513	103,071 *	100,074 *
PRESS	SUN	C	#	117,655	69.99					117,655	122,643 *	118,464 *
NORFOLK-PORTSMOUTH-VIRGINIA BEACH-CHESAPEAKE (INDEPENDENT CITIES)			326,600 #			222,700			549,300			
VIRGINIAN-PILOT, LEDGER-STAR	CMB DLY	Z,C	#	204,376	62.58		17,470	7.84		221,846	225,799 *	230,263 *
VIRGINIAN-PILOT	M (M-F)	Z,C	#	133,701	40.94		17,460	7.84		151,161	155,071 *	151,251 *
LEDGER-STAR	E (M-F)	Z,C	#	70,675	21.64		10	0.00		70,685	70,728 *	79,012 *
VIRGINIAN-PILOT/LEDGER-STAR	SAT M	Z,C	#	217,219	66.51		19,108	8.58		236,327	240,439 *	239,886 *
VIRGINIAN-PILOT/LEDGER-STAR	SUN	Z,C	#	212,691	65.12		20,337	9.13		233,028	237,784 *	236,886 *
PETERSBURG (DINWIDDIE CO.)			27,300			48,800			76,100			
PROGRESS-INDEX	E (M-SAT)	Z		12,415	45.48		8,454	17.32		20,869	21,575	20,889
PROGRESS-INDEX	SUN	Z		12,365	45.29		8,924	18.29		21,289	21,995	21,536
RICHMOND (INDEPENDENT CITY)			254,600 #			196,500			451,100			
TIMES-DISPATCH, NEWS-LEADER	CMB DLY	C	#	186,410	73.22		48,528	24.70		234,938	246,558	247,432
TIMES-DISPATCH	M (M-SAT)	C	#	96,766	38.01		35,391	18.01		132,157	143,040	143,167
NEWS-LEADER	E (M-SAT)	C	#	89,644	35.21		13,137	6.69		102,781	103,518	104,265
TIMES-DISPATCH	SUN	C	#	177,655	69.78		58,670	29.86		236,325	254,331	255,260

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VIRGINIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
ROANOKE (INDEPENDENT CITY)			89,200 #			182,700			271,900			
TIMES & WORLD-NEWS	CMB DLY	Z	#	63,102	70.74		55,662	30.47		118,764	121,055	123,018
TIMES & WORLD-NEWS	M (M-F)	Z	#	30,495	34.19		53,941	29.52		84,436	86,692	82,924
TIMES & WORLD-NEWS	E (M-F)	Z	#	32,607	36.55		1,721	0.94		34,328	34,363	40,094
TIMES & WORLD-NEWS	SAT M	Z	#	66,285	74.31		58,544	32.04		124,829	127,159	125,810
TIMES & WORLD-NEWS	SUN	Z	#	64,627	72.45		61,132	33.46		125,759	128,410	126,774
SPRINGFIELD (FAIRFAX CO.)			354,600 #						354,600			
FAIRFAX JOURNAL	M (M-F)	Z	#	52,879	14.91					52,879	54,601	55,229
STAUNTON (INDEPENDENT CITY)			11,500			33,700			45,200			
NEWS-LEADER	M (M-SAT)	Z		7,605	66.13		10,446	31.00		18,051	18,662	18,123
NEWS-LEADER	SUN	Z		8,594	74.73		13,266	39.36		21,8[illegible]	22,722	22,151
STRASBURG (SHENANDOAH CO.)			49,500 #						49,500			
NORTHERN VIRGINIA DAILY	M (M-SAT)	Z	#	14,238	28.76					14,238	15,295	15,213
WAYNESBORO (INDEPENDENT CITY)			8,700			9,800			18,500			
NEWS-VIRGINIAN	E (M-SAT)	Z		7,335	84.31		2,609	26.62		9,944	10,780	11,288
WINCHESTER (INDEPENDENT CITY)			9,400 #			17,500			26,900			
STAR	E (M-F)	Z	#	7,024	74.72		11,340	64.80		18,364	21,255 (b)	
STAR	SAT M	Z	#	7,918	84.23		13,131	75.03		21,049	25,404 (b)	
STAR	E (M-SAT)	Z	#									21,068
WOODBRIDGE (PRINCE WILLIAM CO.)			45,600 #						45,600			
POTOMAC NEWS	E (M-SAT)	Z	#	19,701	43.20					19,701	24,973	24,227
WASHINGTON												
ABERDEEN (GRAYS HARBOR CO.)			11,500			18,200			29,700			
WORLD	E (M-SAT)	Z		7,927	68.93		9,289	51.04		17,216	17,468	17,390
WORLD	SUN	Z		7,845	68.22		9,482	52.10		17,327	17,580	17,392
BELLEVUE (KING CO.)			130,300 #						130,300			
JOURNAL-AMERICAN	M (M-SAT)		#	33,318	25.57					33,318	33,711	31,582
JOURNAL-AMERICAN	SUN		#	32,691	25.09					32,691	33,040	31,129

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WASHINGTON (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
BELLINGHAM (WHATCOM CO.)			19,700			27,900			47,600			
HERALD	E (M-SAT)	Z		12,696	64.45		12,473	44.71		25,169	25,876	25,233
HERALD	SUN	Z		14,882	75.54		15,377	55.11		30,259	32,037	30,674
BREMERTON (KITSAP CO.)			38,500			32,900			71,400			
SUN	E (M-SAT)	Z		24,130	62.68		16,552	50.31		40,682	41,052	40,878
CENTRALIA-CHEHALIS (LEWIS CO.)			9,100			22,600			31,700			
CHRONICLE	E (M-SAT)			5,774	63.45		8,810	38.98		14,584	14,908	14,768
EVERETT (SNOHOMISH CO.)			37,800			146,700			184,500			
HERALD	E (M-SAT)	Z		19,023	50.33		33,558	22.88		52,581	53,174	54,553
HERALD	SUN	Z		23,077	61.05		40,445	27.57		63,522	64,431	63,456
KENT (KING CO.)			124,700 #						124,700			
VALLEY NEWS	M (M-F)	Z	#	34,312	27.52					34,312	34,54[illegible]	29,893
VALLEY NEWS	SUN	Z	#	35,080	28.13					35,080	35,310	30,827
LONGVIEW (COWLITZ CO.)			19,300			19,600			38,900			
NEWS	E (M-SAT)	Z		15,307	79.31		8,554	43.64		23,861	24,632	24,776
MOUNT VERNON (SKAGIT CO.)			29,500 #						29,500			
VALLEY HERALD	E (M-SAT)		#	16,889	57.25					16,889	18,018 *	17,610 *
OLYMPIA (THURSTON CO.)			25,000			50,300			75,300			
OLYMPIAN	M (M-SAT)	Z		19,539	78.16		12,162	24.18		31,701	32,341 (b)	
OLYMPIAN	E (M-SAT)	Z										30,690
OLYMPIAN	SUN	Z		23,220	92.88		14,732	29.29		37,952	38,896	36,200
PASCO (FRANKLIN CO.)-KENNEWICK-RICHLAND (BENTON CO.)			38,800 #			16,700			55,500			
TRI-CITY HERALD	M (M-SAT)	Z	#	28,855	74.37		4,902	29.35		33,757	35,928 *	34,582 *
TRI-CITY HERALD	SUN	Z	#	31,298	80.66		5,357	32.08		36,655	39,165 *	37,753 *
PORT ANGELES (CLALLAM CO.)			7,400			15,300			22,700			
PENINSULA NEWS	E (M-F)			5,483	74.09		7,196	47.03		12,679	13,967	13,352
PENINSULA NEWS	SUN			6,026	81.43		8,034	52.51		14,060	15,559	14,791

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WASHINGTON (cont.)	SPECIAL SERVICES		CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
SEATTLE (KING CO.)			636,600 #						636,600			
POST-INTELLIGENCER, TIMES	CMB DLY	Z,C	#	368,446	57.88					368,446	447,173	435,360
POST-INTELLIGENCER	M (M-F)	Z,C	#	150,220	23.60					150,220	209,438	201,505
TIMES	E (M-F)	Z,C	#	218,226	34.28					218,226	237,735	233,855
POST-INTELLIGENCER, TIMES	CMB SAT	Z,C	#	341,033	53.57					341,033	412,478	405,106
POST-INTELLIGENCER	SAT M	Z,C	#	128,640	20.21					128,640	180,548	174,283
TIMES	SAT M	Z,C	#	212,393	33.36					212,393	231,930	230,823
TIMES/POST-INTELLIGENCER	SUN	Z,C	#	402,709	63.26					402,709	515,347	512,010
SPOKANE (SPOKANE CO.)			118,900			175,100			294,000			
SPOKESMAN-REVIEW, CHRONICLE	CMB DLY			68,611	57.70		49,360	28.19		117,971	121,607	122,757
SPOKESMAN-REVIEW	M (M-F)			49,508	41.64		46,054	26.30		95,562	99,145	97,928
CHRONICLE	E (M-F)			19,103	16.07		3,306	1.89		22,409	22,462	24,829
SPOKESMAN-REVIEW	SAT M			73,182	61.55		57,187	32.66		130,369	135,427	133,299
SPOKESMAN-REVIEW	SUN			78,816	66.29		62,082	35.46		140,898	146,928	144,571
TACOMA (PIERCE CO.)			143,500 #			69,800			213,300			
NEWS TRIBUNE	M (M-SAT)	Z,C	#	71,898	50.10		34,941	50.06		106,839	121,049 *	118,152 *
NEWS TRIBUNE	SUN	Z,C	#	81,389	56.72		42,677	61.14		124,066	139,903 *	133,844 *
VANCOUVER (CLARK CO.)			84,700 #						84,700			
COLUMBIAN	E (M-F)	Z	#	49,256	58.15					49,256	50,820	47,788
COLUMBIAN	SUN	Z	#	58,952	69.60					58,952	61,072	57,050
WALLA WALLA (WALLA WALLA CO.)			13,700			10,100			23,800			
UNION BULLETIN	E (M-F)	Z		10,125	73.91		4,739	46.92		14,864	15,097	15,091
UNION BULLETIN	SUN	Z		10,515	76.75		5,011	49.61		15,526	15,842	15,770
WENATCHEE (CHELAN CO.)			14,300			49,100			63,400			
WORLD	E (M-F)	Z		12,284	85.90		14,838	30.22		27,122	27,681	27,289
WORLD	SUN	Z		13,841	96.79		16,237	33.07		30,078	30,801	30,157
YAKIMA (YAKIMA CO.)			35,400 #			35,000			70,400			
HERALD-REPUBLIC	ALL DAY (M-SAT)	Z	#	21,561	60.91		15,788	45.11		37,349	40,769 *	41,023 *
HERALD-REPUBLIC	SUN	Z	#	22,879	64.63		17,047	48.71		39,926	43,739 *	43,593 *

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WEST VIRGINIA												
BECKLEY (RALEIGH CO.)			87,100 #						87,100			
REGISTER/HERALD	M (M-SAT)	Z	#	33,071	37.97					33,071	34,679	32,650 (a)
REGISTER/HERALD	SUN	Z	#	32,463	37.27					32,463	34,101	33,233 (a)
BLUEFIELD (MERCER CO.)			77,000 #						77,000			
TELEGRAPH	M (M-SAT)	Z	#	23,175	30.10					23,175	23,690	24,445
TELEGRAPH	SUN	Z	#	25,066	32.55					25,066	25,595	26,839
CHARLESTON (KANAWHA CO.)			197,200 #						197,200			
GAZETTE, MAIL	CMB DLY	Z	#	96,489	48.93					96,489	104,156	105,796
GAZETTE	M (M-SAT)	Z	#	48,183	24.43					48,183	54,291	55,172
MAIL	E (M-SAT)	Z	#	48,306	24.50					48,306	49,865	50,624
GAZETTE-MAIL	SUN	Z	#	95,383	48.37					95,383	104,130	105,126
CLARKSBURG (HARRISON CO.)			14,200			52,300			66,500			
EXPONENT, TELEGRAM	CMB DLY	Z		10,081	70.99		10,943	20.92		21,024	21,932	21,659
EXPONENT	M (TU-SAT)	Z		2,226	15.68		3,783	7.23		6,009	6,704	6,684
TELEGRAM	E (M-SAT)	Z		7,855	55.32		7,160	13.69		15,015	15,228	14,975
EXPONENT-TELEGRAM	SUN	Z		10,532	74.17		12,342	23.60		22,874	24,329	24,573
ELKINS (RANDOLPH CO.)			3,000			11,400			14,400			
INTER-MOUNTAIN	E (M-SAT)	Z		2,929	97.63		5,408	47.44		8,337	11,604	11,668
FAIRMONT (MARION CO.)			12,900			18,500			31,400			
TIMES-WEST VIRGINIAN	M (M-SAT)	Z		8,248	63.94		4,782	25.85		13,030	13,843	15,083
TIMES-WEST VIRGINIAN	SUN	Z		8,672	67.22		5,253	28.39		13,925	14,806	16,036
HUNTINGTON (CABELL CO.)			65,200 #						65,200			
HERALD-DISPATCH	M (M-SAT)	C	#	32,513	49.87					32,513	43,316 *	43,209 *
HERALD-DISPATCH	SUN	C	#	37,970	58.24					37,970	49,627 *	49,583 *
LOGAN (LOGAN CO.)			1,100			16,100			17,200			
BANNER	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BANNER	SUN				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							

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WEST VIRGINIA (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
MARTINSBURG (BERKELEY CO.)			6,000			33,400			39,400			
JOURNAL	M (M-SAT)	Z		4,805	80.08		12,423	37.19		17,228	17,788 (b)	
JOURNAL	E (M-SAT)	Z										19,360
JOURNAL	SUN	Z		4,709	78.48		12,650	37.87		17,359	17,928	
MORGANTOWN (MONONGALIA CO.)			19,000			24,900			43,900			
DOMINION-POST	M (M-SAT)	Z		10,106	53.19		8,089	32.49		18,195	21,670	21,702
DOMINION-POST	SUN	Z		12,027	63.30		10,564	42.43		22,591	28,221	28,799
PARKERSBURG (WOOD CO.)			28,100			47,300			75,400			
NEWS, SENTINEL	CMB DLY			20,666	73.54		12,903	27.28		33,569	35,316 *	34,786 *
NEWS	M (M-SAT)			11,570	41.17		9,025	19.08		20,595	22,194 *	21,616 *
SENTINEL	E (M-SAT)			9,096	32.37		3,878	8.20		12,974	13,122 *	13,170 *
NEWS	SUN			20,524	73.04		17,713	37.45		38,237	41,032 *	39,930 *
WEIRTON (HANCOCK CO.)			9,100			7,900			17,000			
TIMES	E (M-SAT)			6,469	71.09		1,412	17.87		7,881	8,486 *	8,053
WHEELING (OHIO CO.)			36,600			64,600			101,200			
INTELLIGENCER, NEWS-REGISTER	CMB DLY	Z		24,891	68.01		15,339	23.74		40,230	47,524	48,765
INTELLIGENCER	M (M-F)	Z		8,919	24.37		8,516	13.18		17,435	24,076	24,411
NEWS-REGISTER	E (M-F)	Z		15,972	43.64		6,823	10.56		22,795	23,448	24,354
INTELLIGENCER	SAT M	Z		22,143	60.50		15,757	24.39		37,900	45,200	46,442
NEWS-REGISTER	SUN	Z		26,004	71.05		21,044	32.58		47,048	56,734	57,871
WILLIAMSON (MINGO CO.)			47,100 #						47,100			
NEWS	E (M-SAT)	Z	#	10,876	23.09					10,876	11,213	11,276
WISCONSIN												
APPLETON (OUTAGAMIE CO.)-NEENAH-MENASHA (WINNEBAGO CO.)			55,400			45,500			100,900			
POST-CRESCENT	E (M-SAT)	Z		33,035	59.63		21,610	47.49		54,645	55,721	53,798
POST-CRESCENT	SUN	Z		39,754	71.76		27,115	59.59		66,869	70,604	68,860

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WISCONSIN (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
EAU CLAIRE (EAU CLAIRE CO.)			25,500			65,900			91,400			
LEADER-TELEGRAM	E (M-F)	Z		15,091	59.18		15,036	22.82		30,127	31,954	32,075
LEADER-TELEGRAM	SAT M	Z		16,624	65.19		17,389	26.39		34,013	36,130	35,799
LEADER-TELEGRAM	SUN	Z		17,705	69.43		19,256	29.22		36,961	39,475	38,796
FOND DU LAC (FOND DU LAC CO.)			16,400			40,100			56,500			
REPORTER	E (M-F)			9,991	60.92		9,410	23.47		19,401	19,814	19,965
REPORTER	SUN			10,499	64.02		9,978	24.88		20,477	20,883	21,243
GREEN BAY (BROWN CO.)			60,900			53,400			114,300			
PRESS-GAZETTE	E (M-SAT)	Z		36,911	60.61		19,882	37.23		56,793	59,424	57,488
PRESS-GAZETTE	SUN	Z		45,462	74.65		28,701	53.75		74,163	85,336	81,961
JANESVILLE (ROCK CO.)			20,500			63,800			84,300			
GAZETTE	E (M-SAT)	Z		13,201	64.40		13,338	20.91		26,539	27,228	27,300
GAZETTE	SUN	Z		13,577	66.23		13,929	21.83		27,506	28,352	28,347
KENOSHA (KENOSHA CO.)			29,800			15,100			44,900			
NEWS	E (M-F)	Z		21,347	71.63		6,314	41.81		27,661	28,367	28,770
NEWS	SAT M	Z		21,069	70.70		6,352	42.07		27,421	28,176	28,400
NEWS	SUN	Z		22,749	76.34		7,025	46.52		29,774	30,635	30,526
LA CROSSE (LA CROSSE CO.)			29,500			62,100			91,600			
TRIBUNE	M (M-SAT)	Z		18,727	63.48		16,280	26.22		35,007	36,036 (b)	
TRIBUNE	E (M-SAT)	Z										35,139
TRIBUNE	SUN	Z		19,736	66.90		18,448	29.71		38,184	39,494	39,106
MADISON (DANE CO.)			98,800			159,200			258,000			
STATE JOURNAL, CAPITAL TIMES	CMB DLY	Z		54,634	55.30		43,617	27.40		98,251	107,118	108,749
STATE JOURNAL	M (M-F)	Z		38,429	38.90		35,617	22.37		74,046	82,450	82,412
CAPITAL TIMES	E (M-F)	Z		16,205	16.40		8,000	5.03		24,205	24,668	26,337
STATE JOURNAL, CAPITAL TIMES	CMB SAT	Z		58,480	59.19		49,347	31.00		107,827	116,773	114,877
STATE JOURNAL	SAT M	Z		41,270	41.77		40,318	25.33		81,588	90,092	87,481
CAPITAL TIMES	SAT E	Z		17,210	17.42		9,029	5.67		26,239	26,681	27,396
STATE JOURNAL	SUN	Z		68,581	69.41		73,308	46.05		141,889	157,066	153,643

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WISCONSIN (cont.)		SPECIAL SERVICES	CZ OR NDM		RATIO CIRC/OH'S	RTZ OR NDM		RATIO CIRC/OH'S	TOTAL NDM OR CZ & RTZ		TOTAL CIRCULATION	
			OH'S	CIRC	%	OH'S	CIRC	%	OH'S	CIRC	AS OF 3/31/91	AS OF 3/31/90
MANITOWOC-TWO RIVERS (MANITOWOC CO.)			18,300			12,100			30,400			
HERALD TIMES REPORTER	E (M-SAT)	Z		11,943	65.26		4,791	39.60		16,734	17,586	17,132
HERALD TIMES REPORTER	SUN	Z		11,799	64.48		4,776	39.47		16,575	17,423	17,005
MARSHFIELD (WOOD CO.)			8,400			25,300			33,700			
NEWS-HERALD	E (M-SAT)	Z		5,893	70.15		9,041	35.74		14,934	15,697	15,583
MILWAUKEE (MILWAUKEE CO.)			544,100 #			262,700			806,800			
SENTINEL, JOURNAL	CMB DLY	Z,C	#	348,800	64.11		28,478	10.84		377,278	424,492	450,109
SENTINEL	M (M-F)	Z,C	#	119,423	21.95		14,529	5.53		133,952	168,995	173,829
JOURNAL	E (M-F)	Z,C	#	229,377	42.16		13,949	5.31		243,326	255,497	276,280
SENTINEL, JOURNAL	CMB SAT	Z,C	#	329,590	60.58		27,318	10.40		356,908	401,004	424,881
SENTINEL	SAT M	Z,C	#	112,780	20.73		14,024	5.34		126,804	159,928	164,594
JOURNAL	SAT E	Z,C	#	216,810	39.85		13,294	5.06		230,104	241,076	260,287
JOURNAL	SUN	Z,C	#	382,761	70.35		48,929	18.63		431,690	490,199	502,637
OSHKOSH (WINNEBAGO CO.)			25,100			49,400			74,500			
NORTHWESTERN	E (M-SAT)	Z		16,341	65.10		7,909	16.01		24,250	24,883	24,882
NORTHWESTERN	SUN	Z		17,966	71.58		9,240	18.70		27,206	27,985	27,949
RACINE (RACINE CO.)			49,900			14,900			64,800			
JOURNAL TIMES	M (M-SAT)	Z		31,492	63.11		4,310	28.93		35,802	36,361	35,833
JOURNAL TIMES	SUN	Z		32,830	65.79		4,626	31.05		37,456	38,029	37,703
SHEBOYGAN (SHEBOYGAN CO.)			19,200			19,800			39,000			
PRESS	E (M-SAT)	Z		13,994	72.89		9,627	48.62		23,621	26,921 *	27,330 *
PRESS	SUN	Z		14,013	72.98		9,989	50.45		24,002	27,378 *	27,840 *
STEVENS POINT (PORTAGE CO.)			11,400			11,100			22,500			
JOURNAL	E (M-SAT)	Z		7,266	63.74		6,229	56.12		13,495	14,218	14,113
WAUKESHA (WAUKESHA CO.)			21,300 #			41,400			62,700			
FREEMAN	E (M-SAT)	Z	#	11,861	55.69		8,840	21.35		20,701	22,676	22,225
WAUSAU (MARATHON CO.)			22,400 #			22,400			44,800			
HERALD	E (M-SAT)	Z	#	13,857	61.86		10,560	47.14		24,417	25,832	24,733
HERALD	SUN	Z	#	12,984	57.96		10,667	47.62		23,651	30,043	27,893

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WISCONSIN (cont.)		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
WEST BEND (WASHINGTON CO.)			9,100			22,600			31,700			
NEWS	E (M-F)			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
WISCONSIN RAPIDS (WOOD CO.)			13,200			9,900			23,100			
TRIBUNE	E (M-SAT)	Z		8,969	67.95		4,333	43.77		13,302	13,920	13,356
WYOMING												
CASPER (NATRONA CO.)			19,100			49,200			68,300			
STAR-TRIBUNE	M (M-SAT)			15,077	78.94		8,921	18.13		23,998	34,093	34,667
STAR-TRIBUNE	SUN			16,719	87.53		10,506	21.35		27,225	38,457	38,635
CHEYENNE (LARAMIE CO.)			20,700			32,400			53,100			
EAGLE, STATE TRIBUNE	CMB DLY			15,217	73.51		2,748	8.48		17,965	18,450	18,665
EAGLE	M (M-F)			6,930	33.48		1,848	5.70		8,778	9,018 (b)	
STATE TRIBUNE	E (M-F)			8,287	40.03		900	2.78		9,187	9,432	9,831
TRIBUNE-EAGLE	SAT M			14,363	69.39		2,710	8.36		17,073	17,527 (b)	
STATE-TRIBUNE	M (M-SAT)											8,834
TRIBUNE-EAGLE	SUN			16,695	80.65		2,971	9.17		19,666	20,437	20,112
LARAMIE (ALBANY CO.)			10,400			5,700			16,100			
BOOMERANG	M (TU-SAT)	Z		6,212	59.73		432	7.58		6,644	7,287	7,278
BOOMERANG	SUN	Z		6,255	60.14		428	7.51		6,683	7,389	7,392
ROCK SPRINGS (SWEETWATER CO.)			8,200			29,700			37,900			
ROCKET-MINER	M (TU-SAT)			4,636	56.54		1,934	6.51		6,570	6,936	6,870
SHERIDAN (SHERIDAN CO.)			6,700			5,900			12,600			
PRESS	E (M-SAT)			4,839	72.22		969	16.42		5,808	6,397	6,453
WORLAND (WASHAKIE CO.)			2,300			6,000			8,300			
NORTHERN NEWS	M (TU-SAT)			1,835	79.78		1,616	26.93		3,451	3,792	3,786

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	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/91	TOTAL CIRCULATION AS OF 3/31/90
BAHAMAS											
NASSAU		30,106 @						30,106			
GUARDIAN	M (M-F)	@	13,930	46.27		807			14,737	14,755	14,645
GUARDIAN	SAT M	@	10,487	34.83		953			11,440	11,462	10,662
BERMUDA											
HAMILTON		18,449 @						18,449			
ROYAL GAZETTE	M (M-SAT)	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PUERTO RICO											
SAN JUAN		331,500			95,000			426,500			
EL NUEVO DIA	M (M-SAT)		121,507	36.65		21 254	22.37		142,761	228,685 *	202,263 *
EL NUEVO DIA	SUN		119,557	36.07		24,088	25.36		143,645	233,275 *	214,823 *
EL VOCERO	M (M-F)		92,465	27.89		25,325	26.66		117,790	259,129 *	262,122 *
EL VOCERO	SAT		64,300	19.40		19,014	20.01		83,314	193,120 *	196,358 *
STAR	M (M-SAT)		27,083	8.17		1,386	1.46		28,469	35,982 *	41,995 *
STAR	SUN		26,708	8.06		1,532	1.61		28,240	36,839 *	40,377 *

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CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF	
		3/31/91	3/31/90
ALAMEDA NEWSPAPER GROUP	M (M-SAT)	116,930	116,701
ALAMEDA NEWSPAPER GROUP	SUN	119,208	120,025
BAND	E (M-SAT)	NOT COMPLETE	541,366
BAND	SAT	NOT COMPLETE	238,866
BAND	SUN	NOT COMPLETE	262,377
BOOTH-MICHIGAN NEWSPAPER GROUP	E (M-SAT)	NOT COMPLETE	546,880
BOOTH-MICHIGAN NEWSPAPER GROUP	SAT	NOT COMPLETE	108,233
BOOTH-MICHIGAN NEWSPAPER GROUP	SUN	NOT COMPLETE	666,676
THE CAJUN GROUP	M (M-SAT) & E (M-SAT)	46,299	43,549
THE CAJUN GROUP	SUN	55,132	52,787
CALIFORNIA AD GROUP	E (M-F)	62,742	62,313
CALIFORNIA AD GROUP	SAT	37,801	37,797
CALIFORNIA AD GROUP	SUN	32,051	31,639
CONTRA COSTA DAILY GROUP	M (M-SAT) & E (M-F)	NOT COMPLETE	175,645
CONTRA COSTA DAILY GROUP	SAT M	NOT COMPLETE	22,563
CONTRA COSTA DAILY GROUP	SUN	NOT COMPLETE	188,432
COPLEY CHICAGO ZONE	E	167,962	169,765
COPLEY CHICAGO ZONE	SUN/WKND	168,154	171,743
COPLEY LOS ANGELES NEWSPAPERS	E (M-SAT)	129,812	132,413
COPLEY LOS ANGELES NEWSPAPERS	SUN	123,726	126,118
DONREY ARKANSAS METRO GROUP	M (M-F), E (M-F) & ALL DAY (M-SAT)	74,641	69,575
DONREY ARKANSAS METRO GROUP	SUN	82,223	77,982
ESSEX COUNTY NEWSPAPERS, INC.	E (M-SAT)	36,605	37,087

CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF	
		3/31/91	3/31/90
FLORIDA GULF DAILIES	M (M-SAT)	74,059	
FLORIDA GULF DAILIES	SUN	84,672	
GANNETT MICHIGAN	M (M-SAT) & E (M-SAT)	128,245	128,492
GANNETT MICHIGAN	SUN	167,799	165,494
GREATER CLEVELAND NEWSPAPER NETWORK	M (M-SAT) & E (M-SAT)	NOT COMPLETE	335,592
GREATER CLEVELAND NEWSPAPER NETWORK	SUN	NOT COMPLETE	333,388
GREATER PHILADELPHIA NEWSPAPERS	M (M-F) & E (M-F)	150,159	146,242
GREATER PHILADELPHIA NEWSPAPERS	SUN	164,731	161,861
IDAHO TRIANGLE NEWSPAPER GROUP	M (M-SAT) & E (M-F)	65,694	64,533
IDAHO TRIANGLE NEWSPAPER GROUP	SUN	69,965	68,185
IMPERIAL VALLEY UNIT	E (M-F)	17,255	17,149
IMPERIAL VALLEY UNIT	SUN	17,930	17,685
JOURNAL SUBURBAN NEWSPAPER GROUP - MARYLAND	M (M-F)	79,981	79,388
JOURNAL SUBURBAN NEWSPAPER GROUP - VIRGINIA	M (M-F)	67,970	68,484
JOURNAL SUBURBAN NEWSPAPER GROUP - VIRGINIA/MARYLAND	M (M-F)	147,951	147,872
KNIGHT-RIDDER	M (M-F) & E (M-F)	737,378	757,848
KNIGHT-RIDDER	SAT	558,019	582,547
KNIGHT-RIDDER	SUN	987,218	994,539
LOS ANGELES NEWSPAPER NETWORK	M (M,W,TH, FRI & SAT)	NOT COMPLETE	
LOS ANGELES NEWSPAPER NETWORK	TUE	NOT COMPLETE	
LOS ANGELES NEWSPAPER NETWORK	M (M-SAT) & E (M-SAT)	NOT COMPLETE	
LOS ANGELES NEWSPAPER NETWORK	SUN	NOT COMPLETE	

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CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF	
		3/31/91	3/31/90
LOS ANGELES COASTAL VALLEY COMBO	M (M-FRI) & E (M-FRi)	261,757	
LOS ANGELES COASTAL VALLEY COMBO	SAT	128,849	
LOS ANGELES COASTAL VALLEY COMBO	SUN	275,592	
MIDLAND-HURON GROUP	E	25,698	24,456
MIDLAND-HURON GROUP	SUN	15,629	15,092
MIDLAND-ODESSA METRO GROUP	M (M-F) & E (M-F)	NOT COMPLETE	50,960
MIDLAND-ODESSA METRO GROUP	SAT	NOT COMPLETE	28,455
MIDLAND-ODESSA METRO GROUP	SUN	NOT COMPLETE	68,476
MOLINE-ROCK ISLAND QUAD CITIES METRO UNIT	E (M-SAT)	NOT COMPLETE	45,099
MOLINE-ROCK ISLAND QUAD CITIES METRO UNIT	SUN	NOT COMPLETE	54,247
MONTANA NEWSPAPER GROUP	M (M-SAT)	146,158	146,353
MONTANA NEWSPAPER GROUP	SUN	164,871	163,173
NATIONAL TURF DAILIES	MON	60,257	50,829
NATIONAL TURF DAILIES	TUE	5,893	3,033
NATIONAL TURF DAILIES	M (TU-F)	55,912	58,359
NATIONAL TURF DAILIES	M (W-F)	53,561	27,533
NATIONAL TURF DAILIES	SAT	184,007	143,273
NATIONAL TURF DAILIES	SUN	151,043	115,825
NORTH JERSEY NEWSPAPERS	ALL DAY (M-SAT) & M (M-SAT)	NOT COMPLETE	141,389
NORTH JERSEY NEWSPAPERS	SUN	NOT COMPLETE	54,789
NORTHEASTERN OHIO NEWSPAPERS	M (M-SAT) & E (M-SAT)	32,247	31,352
NORTHEASTERN OHIO NEWSPAPERS	SUN	30,023	29,768
NORTHERN CALIFORNIA METRO MARKET GROUP	E (M-SAT)	88,447	87,878
NORTHERN CALIFORNIA METRO MARKET GROUP	SUN	70,918	68,585
PORT ARTHUR/ORANGE GROUP	M (M-SAT) & E (M-SAT)	NOT COMPLETE	33,087
PORT ARTHUR/ORANGE GROUP	SUN	NOT COMPLETE	36,305
PRO GROUP	ALL DAY (M-SAT) & E (M-SAT)	95,897	94,204
PRO GROUP	SUN	98,674	97,807
PRO GROUP PLUS	ALL DAY (M-SAT) & E (M-SAT)	123,377	121,493
PRO GROUP PLUS	SUN	128,819	127,765
RIO GRANDE VALLEY	M (M-SAT) & E	88,403	86,539
RIO GRANDE VALLEY	SUN	104,084	101,952
THE RUTLAND HERALD AND THE TIMES ARGUS	M (M-SAT) & E (M-SAT)	37,294	36,745
THE RUTLAND HERALD AND THE TIMES ARGUS	SUN	38,124	38,292
THE SAN DIEGO/RIVERSIDE SUBURBAN NEWSPAPERS	M (M-SAT) & E (M-SAT)	NOT COMPLETE	
THE SAN DIEGO/RIVERSIDE SUBURBAN NEWSPAPERS	THURS	NOT COMPLETE	
THE SAN DIEGO/RIVERSIDE SUBURBAN NEWSPAPERS	SUN	NOT COMPLETE	
SHERMAN/DENISON METRO GROUP	M (M-F) & E (M-F)	31,855	31,818
SHERMAN/DENISON METRO GROUP	SUN	35,631	35,885
SOUTHERN CONNECTICUT NEWSPAPERS INC.	ALL DAY (M-F)	44,192	43,647
SOUTHERN CONNECTICUT NEWSPAPERS INC.	SAT	40,930	41,020
SOUTHERN CONNECTICUT NEWSPAPERS INC.	SUN	55,546	52,611
SUN COAST MEDIA GROUP	M (M, W & SAT)	NOT COMPLETE	
SUN COAST MEDIA GROUP	SUN	NOT COMPLETE	
TEMPLE/KILLEEN METRO GROUP	M (M-SAT)	41,529	42,188
TEMPLE/KILLEEN METRO GROUP	SUN	46,561	47,942

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 3/31/91	3/31/90
TREASURE COAST GROUP	M (M-SAT)	NOT COMPLETE	88,261
TREASURE COAST GROUP	SUN	NOT COMPLETE	98,241
U-BIE GROUP	M (M-SAT) & E (M-SAT)	NOT COMPLETE	181,270
U-BIE GROUP	SUN	NOT COMPLETE	211,205
UNYT:NEW YORK ADI	M (M-F) & E (M-SAT)	615,683	599,777
UNYT:NEW YORK ADI	SAT	430,631	418,106
UNYT:NEW YORK ADI	SUN	801,338	776,561
VALUABLE VENTURA COUNTY GROUP	E (M-SAT)	107,584	108,714
VALUABLE VENTURA COUNTY GROUP	SUN	116,208	118,138
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	E (M-SAT)	170,472	167,641
WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN	219,499	195,857
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	M (M-SAT) & E (M-SAT)	215,539	213,630
POUGHKEEPSIE JOURNAL CMB. W/WESTCHESTER-ROCKLAND NEWSPAPERS, INC.	SUN	281,070	255,678
WHEELING METRO COMBO	M (M-F) & E	69,100	69,968
WHEELING METRO COMBO	SAT	45,200	46,442
WHEELING METRO COMBO	SUN	80,062	80,734

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